

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • MON. AUG. 31, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

12,080 20.1							12,860 21.4									4,270 7.1	
← It Takes a Thief ®					→ ABC Monday Night Movies® "THE 2ND BEST SECRET AGENT" (8:30-10:30PM)												
8,830 14.7							6,850 11.4										3,370 5.6
31							21										12
13.2							12.4										5.4

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

14,060 23.4							13,760 22.9										
← Gunsmoke ®					Lucy Show ®		Mayberry R.F.D. (Philip Morris) ®		Doris Day Show ®		→ Wild, Wild West ®						
10,220 17.0							12,140 20.2										15.5*
36							37										32 *
15.5							19.5										15.0

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

							18,090 30.1										
					Senators Fulbright and McGovern Discussion (Sustainer)		→ NBC Monday Night at the Movies® "THE HALLELUJAH TRAIL" (8:00-11:00PM)										
							8,770 14.6										
							27										
							9.1										

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

11,300 18.8							14,480 24.1										6,530 10.9
← It Takes a Thief ®					→ ABC Monday Night Movies® "THE HANGMAN" (8:30-10:20PM)										→ Dirty McGee (Sustainer)		
7,630 12.7							10,400 17.3										5,230 8.7
28							32										20
11.1							15.5										8.4

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

14,900 24.8							13,220 22.0										
← Gunsmoke ®					Lucy Show ®		Mayberry R.F.D. (General Foods) ®		Doris Day Show ®		→ Wild, Wild West ®						
11,000 18.3							11,480 19.1										20.9*
40							38										47 *
15.2							18.3										20.7

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

4,870 8.1							13,580 22.6										
					My World and Welcome to It		→ NBC Major League Baseball (CALIFORNIA VS KANSAS CITY, 8:00-11:00PM)										
3,970 6.6							6,010 10.0										
15							20										
6.8							7.3										

TV HOUSEHOLDS USING TV	WK 1	WK 2	43.7	44.7	44.8	45.6	48.3	51.2	53.8	55.4	55.6	56.6	56.3	56.5	54.9	52.8	49.9	46.9
(See Def. 1)			39.9	40.8	41.4	44.7	47.5	49.2	49.6	51.9	53.6	55.4	56.0	55.2	53.5	49.7	45.6	43.2

U.S. TV Households: 60,100,000

For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat. See page 8.

(B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-49

STATION FACILITIES REDUCED BY NETWORK PRE-EMPTION
(SEE DEF. 14c.)

EVE. • MON. SEPT. 7, 1970

EVE. • TUE. SEPT. 1, 1970

		EVE. • TUE. SEPT. 1, 1970																	
		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W	ABC TV	TOTAL AUDIENCE (Households (000) & %) { 11,840 19.7 17,790 29.6 18,870 31.4																	
		← Mod Squad® → Movie of the Week® "THE LOVE WAR" → Marcus Welby, M.D.® →																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,530 14.2 12.5* 15.8* 19.5 16.7* 19.4* 22.3* 16,230 27.0 27.0* 27.0*																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 31 29 * 33 * 35 31 * 35 * 39 * 51 49 * 53 *																	
K	CBS TV	TOTAL AUDIENCE (Households (000) & %) { 14,300 23.8 10,400 17.3 7,690 12.8																	
		← CBS Tuesday Night Movies® "ISLAND IN THE SUN" (7:30-9:30PM) → Governor and J. J.® → 60 Minutes® VARIOUS SUBJECTS →																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,210 12.0 11.1* 11.2* 12.2* 13.6* 9,020 15.0 5,710 9.5 9.6* 9.3*																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 24 25 * 23 * 23 * 24 * 26 18 18 * 18 *																	
1	NBC TV	TOTAL AUDIENCE (Households (000) & %) { 7,990 13.3 10,940 18.2 14,600 24.3																	
		I Dream of Jeannie® Debbie Reynolds Show® Julia® → First Tuesday →																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,550 10.9 10.8 9,500 15.8 7,630 12.7 15.0* 13.0* 12.6* 10.0*																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 25 23 30 27 * 23 * 27 * 23 * 23 * 20 *																	
W	ABC TV	TOTAL AUDIENCE (Households (000) & %) { 13,100 21.8 16,590 27.6 13,520 22.5																	
		← Mod Squad® → Movie of the Week® "ALONG CAME A SPIDER" → Marcus Welby, M.D.® →																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,320 15.5 14.1* 16.9* 18.7 16.8* 18.7* 20.5* 11,180 18.6 18.8* 18.4*																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 32 30 * 33 * 34 30 * 33 * 37 * 36 35 * 37 *																	
K	CBS TV	TOTAL AUDIENCE (Households (000) & %) { 15,150 25.2 12,320 20.5																	
		← CBS Tuesday Night Movies® "CUTTER'S TRAIL" (7:30-9:15PM) → CBS News Special "A DAY IN THE LIFE OF THE U.S." (9:15-11:00PM) →																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,380 15.6 13.6* 15.5* 17.0* 6,670 11.1 11.4* 11.4* 9.9*																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 30 29 * 30 * 31 * 21 20 * 21 * 20 *																	
2	NBC TV	TOTAL AUDIENCE (Households (000) & %) { 7,510 12.5 8,050 13.4 15,210 25.3																	
		← Civilisation: A Preview (Re-run) → Julia® → NBC Tuesday Night at the Movies® "MACCLOUD, WHO KILLED MISS U.S.A.?" (9:00-11:00PM) →																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,510 7.5 7.7* 7.3* 11.5 9,560 15.9 15.4* 17.0* 16.4* 14.8*																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 15 16 * 14 * 21 29 27 * 30 * 30 * 30 *																	
TV HOUSEHOLDS USING TV WK 1		41.5	42.7	42.7	44.7	46.6	49.2	52.3	54.7	55.7	56.4	57.2	57.5	55.3	54.1	51.7	50.3		
(See Def. 1) WK 2		44.9	46.3	46.8	47.5	49.5	53.0	54.4	56.1	56.5	56.4	55.8	55.8	55.1	53.5	51.1	47.3		
U.S. TV Households: 60,100,000 For Sponsorship Detail, See Audience Estimates by Sponsorship (B) Report																			

EVE. • TUE. SEPT. 8, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. SEPT. 2, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,110 13.5		10,820 18.0		10,280 17.1		11,180 18.6				7,510 12.5				
AVERAGE AUDIENCE (Households (000) & %)			6,790 11.3		9,560 15.9		8,890 14.8		8,470 14.1	14.7*			4,810 8.0		8.8*		7.2*
SHARE OF AUDIENCE %			24		31		27		25	26 *			24 *		16		15 *
AVG. AUD. BY ¼ HR. %			10.5	12.0	15.0	16.7	14.5	15.2	14.7	14.6	13.9	13.2	9.7	7.8	7.3		7.2
			Comedy Preview "THE MURDOCKS AND THE MCGILVER"		Courtship of Eddie's Father		Room 222 ®			Johnny Cash Presents The Everly Brothers					Smothers Brothers Comedy Hour		
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			9,500 15.8		8,530 14.2		11,300 18.8		14,300 23.8				16,470 27.4				
AVERAGE AUDIENCE (Households (000) & %)			7,990 13.3		7,570 12.6		9,980 16.6		11,540 19.2	18.7*			14,000 23.3		23.7*		22.8*
SHARE OF AUDIENCE %			29		25		30		34	33 *			34 *		45 *		47 *
AVG. AUD. BY ¼ HR. %			13.3	13.4	11.9	13.3	15.4	17.9	18.0	19.4	19.8	19.6	23.4	24.0	23.5		22.2
			Where's Huddles ®		Gomer Pyle - USMC ®		Beverly Hillbillies ®			Medical Center ®					Hawaii Five-O ®		
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,780 24.6						10,640 17.7				7,810 13.0				
AVERAGE AUDIENCE (Households (000) & %)			10,400 17.3						7,330 12.2	12.2*			5,590 9.3		9.6*		9.0*
SHARE OF AUDIENCE %			34	15.3*					21	21 *			18	18 *	9.7		18 *
AVG. AUD. BY ¼ HR. %			14.8	15.8	17.3	18.1	19.3	18.7	12.7	11.8	11.8	12.5	9.6	9.7	9.3		8.7
					The Virginian ®					Kraft Music Hall (Kraftco)					Then Came Bronson ®		
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,470 14.1				8,830 14.7		9,140 15.2				7,810 13.0				
AVERAGE AUDIENCE (Households (000) & %)			5,650 9.4				7,570 12.6		6,430 10.7	11.0*			5,290 8.8		9.2*		8.3*
SHARE OF AUDIENCE %			19	9.0*			23		19	19 *			18	18 *	9.4		17 *
AVG. AUD. BY ¼ HR. %			9.2	8.7	9.6	9.9	12.0	13.1	11.1	11.0	10.5	10.3	9.0	9.4	8.5		8.2
					3M Special ® "UNSEEN WORLD" (3M COMPANY)		Room 222 ®			Johnny Cash Presents The Everly Brothers ®					Smothers Brothers Comedy Hour ®		
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			9,260 15.4		7,210 12.0		8,290 13.8		13,700 22.8				12,200 20.3				
AVERAGE AUDIENCE (Households (000) & %)			7,870 13.1		6,190 10.3		7,390 12.3		10,940 18.2	17.0*			9,980 16.6		16.3*		16.8*
SHARE OF AUDIENCE %			28		20		22		32	30 *			33		31 *		35 *
AVG. AUD. BY ¼ HR. %			13.0	13.1	9.6	11.0	11.6	12.9	15.9	18.1	19.3	19.4	16.4	16.3	16.7		17.0
					Where's Huddles ®		Gomer Pyle - USMC ®		Beverly Hillbillies ®	Medical Center ®					Hawaii Five-O ®		
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			15,630 26.0						13,640 22.7				5,590 9.3				
AVERAGE AUDIENCE (Households (000) & %)			11,240 18.7						9,260 15.4	16.3*			4,390 7.3		7.2*		7.3*
SHARE OF AUDIENCE %			37	16.4*					27	29 *			15	14 *	7.4		15 *
AVG. AUD. BY ¼ HR. %			15.5	17.4	18.9	19.4	20.5	20.5	17.2	15.4	14.6	14.5	6.9	7.6	7.6		7.0
					The Virginian ®					Carol Channing Special (Monsanto)					Then Came Bronson (10:05-11:00PM) ®		
TV HOUSEHOLDS USING TV WK 1	40.9	43.7	45.3	47.4	49.8	52.8	54.1	57.4	57.1	57.5	57.7	57.1	53.7	51.8	50.0	47.3	
(See Def. 1) WK 2	45.0	46.6	47.0	48.0	49.7	52.0	54.3	56.3	56.7	57.4	57.5	57.4	52.9	50.8	49.4	47.6	

U.S. TV Households: 60,100,000

For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-49 1 PRES. NIXON UNITED FUND APPEAL (10:00-10:05PM) (S) (SUSTAINER)

[X] STATION FACILITIES REDUCED BY NETWORK PRE-EMPTION

EVE. • WED. SEPT. 9, 1970

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • THU. SEPT. 3, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			6,370 10.6		8,710 14.5		10,880 18.1		10,820 18.0				6,610 11.0				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			11,540 19.2		10,700 17.8				15,030 25.0								
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,940 23.2				15,570 25.9				13,220 22.0		13,760 22.9				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			5,170 8.6		9,020 15.0		12,020 20.0		14,420 24.0				10,280 17.1				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			11,660 19.4		14,120 23.5				13,940 23.2								
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,600 24.3				14,900 24.8				11,660 19.4		12,620 21.0				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV																	
WK 1	41.5	42.4	45.2	47.4	48.0	49.6	50.3	52.4	54.1	54.2	53.8	53.1	48.3	47.0	46.0	44.7	
WK 2	44.0	45.7	46.0	49.5	50.9	53.7	55.8	58.6	59.0	58.1	56.5	57.3	54.0	51.6	50.0	48.0	

U.S. TV Households: 60,100,000

For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B.

(B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-49

EVE. • THU. SEPT. 10, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. SEPT. 4, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					7,030 11.7		6,490 10.8		8,350 13.9				10,880 18.1				
AVERAGE AUDIENCE (Households (000) & %)					6,070 10.1		5,590 9.3		6,310 10.5	10.0*		10.9*	8,110 13.5	13.2*			13.7*
SHARE OF AUDIENCE %					24		21		22	22 *		22 *	28	27 *			29 *
AVG. AUD. BY ¼ HR. %					9.5	10.8	9.1	9.5	9.5	10.5	10.9	10.9	13.2	13.3	13.9		13.5
	Vince Lombardi Special (Sustainer) Brady Bunch ® Ghost and Mrs. Muir ® Here Come the Brides® Love, American Style®																
K																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)		8,350 13.9			7,030 11.7		10,880 18.1		14,240 23.7								
AVERAGE AUDIENCE (Households (000) & %)		6,850 11.4			6,430 10.7		9,620 16.0		8,470 14.1	13.6*			13.7*		14.6*		14.3*
SHARE OF AUDIENCE %		30			26		36		30	29 *			28 *		30 *		30 *
AVG. AUD. BY ¼ HR. %		10.9	11.9		10.3	11.1	15.3	16.7	14.0	13.3	13.5	13.9	14.4	14.8	14.7		14.0
	Get Smart ® He & She ® Hogan's Heroes ® CBS Friday Night Movies® "FIVE WEEKS IN A BALLOON" (9:00-11:00PM)																
1																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)		11,120 18.5					11,120 18.5						8,590 14.3				
AVERAGE AUDIENCE (Households (000) & %)		8,170 13.6	13.0*				6,670 11.1	10.4*		11.2*			6,010 10.0	10.0*			10.0*
SHARE OF AUDIENCE %		34	34 *				24	23 *		24 *			21	21 *			21 *
AVG. AUD. BY ¼ HR. %		12.6	13.4				10.7	10.1	11.0	11.4	11.8	11.8	10.3	9.7	9.9		10.1
	High Chaparral ® Name of the Game ® Bracken's World®																
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					5,230 8.7		5,710 9.5		7,870 13.1	12.7*		13.5*	6,910 11.5	11.4*			11.5*
AVERAGE AUDIENCE (Households (000) & %)					19		19		25	24 *		26 *	23	22 *			23 *
SHARE OF AUDIENCE %					7.8	9.6	9.0	10.0	12.6	12.7	13.3	13.6	11.0	11.8	11.8		11.3
AVG. AUD. BY ¼ HR. %																	
	ABC News Special (Sustainer) Brady Bunch ® Ghost and Mrs. Muir ® Here Come the Brides® Love, American Style®																
K																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)		7,750 12.9			6,490 10.8		9,260 15.4		13,100 21.8								
AVERAGE AUDIENCE (Households (000) & %)		6,430 10.7			5,650 9.4		8,230 13.7		8,170 13.6	12.8*		12.8*		14.6*			14.0*
SHARE OF AUDIENCE %		27			21		28		26	25 *		24 *		28 *			29 *
AVG. AUD. BY ¼ HR. %		10.4	11.0		9.4	9.4	13.2	14.2	12.5	13.0	12.8	12.8	14.6	14.7	14.8		13.3
	Get Smart ® He & She ® Hogan's Heroes ® CBS Friday Night Movies® "SOLE SURVIVOR" (9:00-11:00PM)																
2																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)		13,100 21.8					13,040 21.7						5,470 9.1				
AVERAGE AUDIENCE (Households (000) & %)		9,560 15.9	15.0*				8,530 14.2	13.4*		14.7*		14.5*	3,970 6.6	6.5*			6.7*
SHARE OF AUDIENCE %		37	37 *				37 *	27 *		28 *		27 *	13	13 *			14 *
AVG. AUD. BY ¼ HR. %		14.6	15.3				13.7	13.1	14.6	14.8	15.0	13.9	6.5	6.5	6.8		6.7
	High Chaparral ® Name of the Game ® Bracken's World®																
TV HOUSEHOLDS USING TV																	
WK 1	36.6	37.3	37.4	38.6	40.3	42.7	43.5	45.0	45.9	46.9	48.4	48.8	48.3	48.3	47.9		46.5
WK 2	36.8	38.5	39.5	40.8	43.8	47.3	48.7	50.4	52.0	52.4	53.0	52.8	52.4	51.0	50.1		47.9

U.S. TV Households: 60,100,000

For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-49

[X] STATION FACILITIES REDUCED BY NETWORK PRE-EMPTION (SEE DEF. 14c.)

EVE. • FRI. SEPT. 11, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. SEPT. 5, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)			8,710 14.5		10,100 16.8		11,660 19.4				8,050 13.4						
ABC TV			U.S. Men's Golf Tournament (6:30-7:30PM) (1)	Let's Make a Deal	Newlywed Game		Lawrence Welk Show®				Engelbert Humperdinck Show®						
AVERAGE AUDIENCE (Households (000) & %)			7,330 12.2		8,650 14.4		8,050 13.4	12.8*			5,230 8.7						
SHARE OF AUDIENCE %			17 *	32	34		27	27 *		14.0*	28 *	18	9.5*		19 *	17 *	7.9*
AVG. AUD. BY ¼ HR. %		5.9	4.9	11.1	13.3	13.8	15.0	12.7	12.9	14.3	13.6	10.0	9.1		7.9	7.9	
TOTAL AUDIENCE (Households (000) & %)							7,990 13.3		11,060 18.4		11,780 19.6		16,230 27.0				
CBS TV							CBS News Special "VIETNAM, VOICES OF OPPOSITION" (7:30-9:25PM) (SUSTAINER)	My Three Sons®	Green Acres®	Petticoat Junction®							
AVERAGE AUDIENCE (Households (000) & %)							6,910 11.5		9,740 16.2		10,580 17.6		12,140 20.2		19.7*		20.8*
SHARE OF AUDIENCE %							24		32		36		43		41 *		45 *
AVG. AUD. BY ¼ HR. %							11.1	12.0	15.4	17.1	17.5	17.8	19.2		20.2	20.8	20.7
TOTAL AUDIENCE (Households (000) & %)			12,380 20.6				11,420 19.0		16,350 27.2								
NBC TV			NBC Comedy Playhouse®				Adam 12®						NBC NFL Exhibition Football Game "KANSAS CITY VS DALLAS" (9:00-11:45PM) (3)				
AVERAGE AUDIENCE (Households (000) & %)			7,990 13.3				10,280 17.1		8,890 14.8								
SHARE OF AUDIENCE %			32				36 *		32								
AVG. AUD. BY ¼ HR. %			9.8				16.5		12.9								
TOTAL AUDIENCE (Households (000) & %)											6,130 10.2	5,170 8.6					
ABC TV							NCAA Football Game (4) (STANFORD VS ARKANSAS, 6:00-9:20PM)				NCAA (5) FOOTBALL POST GAME	Lawrence Welk Show® (9:30-10:00PM)					
AVERAGE AUDIENCE (Households (000) & %)											6,370 15.2*	4,450 7.4					
SHARE OF AUDIENCE %											29 *	13					
AVG. AUD. BY ¼ HR. %		11.3	11.5	12.1	11.7	12.4	13.4	14.2	14.5	15.4	14.6	7.5	7.3				
TOTAL AUDIENCE (Households (000) & %)			12,920 21.5				11,120 18.5		10,880 18.1		9,500 15.8		10,220 17.0				
CBS TV							Jackie Gleason Show®	My Three Sons®	Green Acres®	Petticoat Junction®							
AVERAGE AUDIENCE (Households (000) & %)			8,770 14.6				10,040 16.7		9,320 15.5		8,530 14.2		7,930 13.2		13.1*		13.4*
SHARE OF AUDIENCE %			31				33 *		28		25		23		23 *		23 *
AVG. AUD. BY ¼ HR. %			11.7	13.9	16.1	16.8	16.3	17.0	14.9	16.1	14.3	14.1	13.2		13.0	13.4	13.3
TOTAL AUDIENCE (Households (000) & %)			14,120 23.5						18,990 31.6				28,610 47.6				
NBC TV							"George M" (Bell Telephone System)				Timex Presents The All Star Circus (U.S. Time Corp.)						
AVERAGE AUDIENCE (Households (000) & %)			8,050 13.4						14,000 23.3				22,360 37.2		35.3*		37.1*
SHARE OF AUDIENCE %			29						42				66		61 *		63 *
AVG. AUD. BY ¼ HR. %			13.5	13.8	13.7	12.9	13.3	13.3	18.7	21.8	25.5	27.4	34.3		36.4	36.8	37.4
TV HOUSEHOLDS USING TV	WK 1	35.0	35.7	37.1	39.3	40.6	43.1	46.7	48.9	49.8	50.3	49.8	49.1	47.8	47.7	47.2	46.0
(See Def. 1)	WK 2	39.2	39.9	42.8	45.4	48.9	50.7	51.8	53.4	55.0	56.1	56.2	57.0	57.0	57.8	57.6	57.4

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-49 (1) FOR RATINGS, SEE PAGE 38.

(2) CBS NEWS ANALYSIS (8:25-8:30PM) (SUSTAINER) (3) FOR REM. RATINGS, SEE OP. PAGES. (4) FOR RATINGS, SEE PAGE 39. (5) FOR RATINGS, SEE OP. PAGES.

EVE. • SAT. SEPT. 12, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. SEPT. 6, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	TOTAL AUDIENCE (Households (000) & %) { 7,150 11.9																
	AVERAGE AUDIENCE (Households (000) & %) { 4,810 8.0																
	SHARE OF AUDIENCE % 23																
	AVG. AUD. BY ¼ HR. % 7.5																
	TOTAL AUDIENCE (Households (000) & %) { 6,670 11.1																
CBS TV	AVERAGE AUDIENCE (Households (000) & %) { 5,590 9.3																
	SHARE OF AUDIENCE % 28																
	AVG. AUD. BY ¼ HR. % 8.7																
	TOTAL AUDIENCE (Households (000) & %) { 9,020 15.0																
NBC TV	AVERAGE AUDIENCE (Households (000) & %) { 8,410 14.0																
	SHARE OF AUDIENCE % 34																
	AVG. AUD. BY ¼ HR. % 12.4																
	TOTAL AUDIENCE (Households (000) & %) { 14,100 23.6																
ABC TV	AVERAGE AUDIENCE (Households (000) & %) { 5,110 8.5																
	SHARE OF AUDIENCE % 17																
	AVG. AUD. BY ¼ HR. % 8.0																
	TOTAL AUDIENCE (Households (000) & %) { 13,760 22.9																
CBS TV	AVERAGE AUDIENCE (Households (000) & %) { 9,920 16.5																
	SHARE OF AUDIENCE % 34																
	AVG. AUD. BY ¼ HR. % 15.9																
	TOTAL AUDIENCE (Households (000) & %) { 7,450 12.4																
NBC TV	AVERAGE AUDIENCE (Households (000) & %) { 6,190 10.3																
	SHARE OF AUDIENCE % 22																
	AVG. AUD. BY ¼ HR. % 9.8																
	TOTAL AUDIENCE (Households (000) & %) { 14,960 24.9																
TV HOUSEHOLDS USING TV	WEEK 1 (See Def. 1)																
	WEEK 2																

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-49

(1) FOR REM. RATINGS, SEE OP. PAGES.

(2) ABC WEEKEND NEWS, FOR RATINGS, SEE OP. PAGES.

EVE. • SUN. SEPT. 13, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. SEPT. 14, 1970

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00					
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			7,330 12.2				10,400 17.3									3,130 5.2						
		AVERAGE AUDIENCE (Households (000) & %)			5,230 8.7		8.8*		5,710 9.5		7.9*		10.3*		10.2*		9.7*	2,820 4.7						
		SHARE OF AUDIENCE %			14		15 *		14 *		12 *		16 *		16 *		16 *	9						
		AVG. AUD. BY ¼ HR. %			9.2		8.4		8.4		7.8		10.7		10.3		10.0	9.0	4.9	4.5				
			It Takes a Thief @																	ABC Monday Night Movies® "THE FAMILY JEWELS" (8:30-10:30PM)			Now (Sentry Insurance)	
W E K 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)			19,350 32.2				22,480 37.4			18,570 30.9		17,670 29.4		18,870 31.4								
		AVERAGE AUDIENCE (Households (000) & %)			15,150 25.2		23.2*		20,610 34.3		17,130 28.5		16,410 27.3		15,150 25.2		25.7*	24.7*						
		SHARE OF AUDIENCE %			42		40 *		43 *		44		43		45		43 *	48 *						
		AVG. AUD. BY ¼ HR. %			21.9		24.5		28.4		35.4		28.6		26.8		27.9	25.4	26.0	25.5	24.0			
			Gunsmoke			Here's Lucy			Mayberry R.F.D.			Doris Day Show			Carol Burnett Show									
W E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)			14,240 23.7			18,930 31.5				15,450 25.7												
		AVERAGE AUDIENCE (Households (000) & %)			12,020 20.0			12,920 21.5		21.8*		9,260 15.4		17.5*		16.2*		14.6*	13.1*					
		SHARE OF AUDIENCE %			35			33		34 *		26		27 *		26 *		25 *	25 *					
		AVG. AUD. BY ¼ HR. %			19.0		20.9	21.2		22.5		20.6		16.7		16.8	15.7	15.7	13.5	13.5	12.6			
			Red Skelton Show			Rowan & Martin Laugh-In			NBC Monday Night at the Movies® "NIGHT GALLERY" (9:00-11:00PM)															
W E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)			9,140 15.2				8,650 14.4			20,010 33.3												
		AVERAGE AUDIENCE (Households (000) & %)			6,670 11.1		10.8*		7,690 12.8		11,660 19.4		17.5*		20.4*		21.7*	19.5*						
		SHARE OF AUDIENCE %			20		20 *		21		34		28 *		32 *		34 *	32 *						
		AVG. AUD. BY ¼ HR. %			11.0		10.6	10.8	12.0	12.6	12.9	16.6	18.3	20.2	20.6	21.7	21.6	19.2	19.7					
			Young Lawyers			Silent Force			ABC NFL Football Game (NEW YORK JETS VS CLEVELAND BROWNS, 9:00-12:10AM) (1)															
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)			17,370 28.9				16,710 27.8			15,630 26.0		15,030 25.0		16,950 28.2								
		AVERAGE AUDIENCE (Households (000) & %)			13,400 22.3		21.0*		14,840 24.7		13,520 22.5		13,640 22.7		13,040 21.7		22.2*	21.2*						
		SHARE OF AUDIENCE %			38		38 *		39 *		34		35		37		37 *	38 *						
		AVG. AUD. BY ¼ HR. %			20.6		21.4	23.4	23.7	23.6	25.8	22.1	23.0	22.0	23.4	22.5	21.9	22.3	20.1					
			Gunsmoke			Here's Lucy			Mayberry R.F.D.			Doris Day Show			Carol Burnett Show									
W E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)			12,980 21.6			17,070 28.4				18,510 30.8												
		AVERAGE AUDIENCE (Households (000) & %)			10,760 17.9			12,860 21.4		20.4*		9,680 16.1		18.4*		15.1*		12.6*						
		SHARE OF AUDIENCE %			32			34		33 *		27		28 *		25 *		23 *						
		AVG. AUD. BY ¼ HR. %			16.7		19.1	19.7	21.1	22.4	22.2	21.1	21.1	19.5	17.2	15.9	14.2	13.1	12.0					
			Red Skelton Show			Rowan & Martin Laugh-In			NBC Monday Night at the Movies® "BOOM" (9:00-11:15PM) (1)															
TV HOUSEHOLDS USING TV WK 1																								
(See Def. 1)																								
WK 2																								
49.0 51.9 55.9 59.2 61.8 64.9 66.2 66.6 65.0 64.6 63.3 62.6 61.1 57.8 53.4 50.1																								
45.9 48.9 53.9 56.8 59.6 62.9 63.9 66.0 65.8 65.8 65.3 64.6 62.1 59.3 56.7 54.2																								

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page 8.

(OP) Other Programs: See Pages 72-77.

(1) FOR REM. RATINGS, SEE OP. PAGES.

EVE. • MON. SEPT. 21, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATESEVE. • TUE. **SEPT. 15, 1970**

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K	ABC TV	TOTAL AUDIENCE (Households (000) & %)			12,380 20.6				17,010 28.3						15,930 26.5				
		AVERAGE AUDIENCE (Households (000) & %)			9,320 15.5	14.3*		16.6*	11,480 19.1	18.2*		18.5*		20.6*	12,920 21.5	22.4*		20.7*	
		SHARE OF AUDIENCE %			27	26 *		28 *	31	30 *		30 *		35 *	40	41 *		40 *	
		AVG. AUD. BY ¼ HR. %			13.6	15.0	16.5	16.7	17.9	18.5	18.4	18.6	20.6	20.6	22.4	22.3	21.5	19.9	
1	CBS TV	TOTAL AUDIENCE (Households (000) & %)			11,900 19.8		13,460 22.4		18,270 30.4				11,840 19.7		8,770 14.6				
		AVERAGE AUDIENCE (Households (000) & %)			9,980 16.6		11,420 19.0		13,880 23.1	21.0*		25.1*	18.2		5,890 9.8	10.6*		8.9*	
		SHARE OF AUDIENCE %			30		32		38	34 *		41 *	31		18	19 *		17 *	
		AVG. AUD. BY ¼ HR. %			16.3	16.9	18.2	19.8	20.5	21.6	24.9	25.3	18.5	17.9	11.4	9.8	9.0	8.9	
W E K	NBC TV	TOTAL AUDIENCE (Households (000) & %)			14,840 24.7			12,380 20.6		16,230 27.0									
		AVERAGE AUDIENCE (Households (000) & %)			10,460 17.4	17.8*		16.9*	10,640 17.7		8,350 13.9	12.8*		14.0*		14.4*		14.5*	
		SHARE OF AUDIENCE %			30	32 *		28 *	29		24	21 *		24 *	26 *		28 *		
		AVG. AUD. BY ¼ HR. %			17.3	18.2	17.0	16.9	17.5	17.9	13.0	12.6	14.2	13.7	14.5	14.4	14.7	14.3	
W E K	ABC TV	TOTAL AUDIENCE (Households (000) & %)			14,600 24.3			18,510 30.8							21,040 35.0				
		AVERAGE AUDIENCE (Households (000) & %)			11,600 19.3	18.4*		20.3*	13,220 22.0	20.4*		22.0*		23.7*	18,570 30.9	30.1*		31.7*	
		SHARE OF AUDIENCE %			34	34 *		34 *	36	33 *		35 *		39 *	56	53 *		59 *	
		AVG. AUD. BY ¼ HR. %			17.8	19.0	19.9	20.7	20.0	20.7	21.3	22.6	23.5	23.9	28.9	31.3	32.4	31.1	
2	CBS TV	TOTAL AUDIENCE (Households (000) & %)			11,060 18.4		11,120 18.5		17,490 29.1				13,100 21.8		4,870 8.1				
		AVERAGE AUDIENCE (Households (000) & %)			9,140 15.2		9,980 16.6		12,560 20.9	19.1*		22.7*	11,720 19.5		4,150 6.9				
		SHARE OF AUDIENCE %			28		28		34	31 *		36 *	32		12				
		AVG. AUD. BY ¼ HR. %			15.2	15.2	15.6	17.7	19.0	19.3	22.2	23.2	19.5	19.5	7.3	6.4			
2	NBC TV	TOTAL AUDIENCE (Households (000) & %)			12,440 20.7			11,840 19.7		15,870 26.4									
		AVERAGE AUDIENCE (Households (000) & %)			8,950 14.9	14.4*		15.4*	10,280 17.1		7,210 12.0	13.2*		11.7*		11.7*		11.7*	
		SHARE OF AUDIENCE %			26	27 *		26 *	28		21	21 *		19 *	21 *		22 *		
		AVG. AUD. BY ¼ HR. %			13.9	15.0	16.0	14.9	17.0	17.3	14.0	12.3	12.2	11.3	11.9	11.5	11.7	11.7	
TV HOUSEHOLDS USING TV		WK 1	47.4	50.3	53.6	56.0	58.3	60.5	60.9	62.0	61.2	61.9	59.8	59.2	56.1	54.5	53.1	50.8	
		WK 2	45.0	47.9	52.8	54.5	57.8	60.0	61.5	62.4	61.7	62.7	61.9	60.8	57.6	56.4	54.9	52.5	

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings for immediately preceding and subject quarter-hours.

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-77

(1) FOR REM. RATINGS, SEE OP PAGES.

EVE. • TUE. **SEPT. 22, 1970**

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. SEPT. 16, 1970

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W	ABC TV			8,530 14.2		9,140 15.2		7,630 12.7		7,090 11.8				5,350 8.9				
	AVERAGE AUDIENCE (Households (000) & %)			6,430 10.7		7,870 13.1		6,310 10.5		5,110 8.5				3,370 5.6				
	SHARE OF AUDIENCE %			21		23		17		14		8.9*		8.1*		6.1*		5.2*
	AVG. AUD. BY 1/4 HR. %			10.0	11.4	13.2	13.1	10.7	10.4	9.0	8.7	8.5	7.6	6.6	5.6	4.9	5.4	
E	CBS TV			13,400 22.3				15,510 25.8		18,450 30.7				16,890 28.1				
	AVERAGE AUDIENCE (Households (000) & %)			9,200 15.3				13,700 22.8		15,030 25.0				14,360 23.9				
	SHARE OF AUDIENCE %			29	14.6*		16.0*	22.8		24.7*				25.3*		24.5*		23.3*
	AVG. AUD. BY 1/4 HR. %			14.3	14.8	15.3	16.7	21.9	23.6	24.8	24.6	25.1	25.5	24.6	24.3	24.1	22.6	
K	NBC TV			18,210 30.3						15,690 26.1				15,030 25.0				
	AVERAGE AUDIENCE (Households (000) & %)			12,320 20.5						11,960 19.9				12,320 20.5				
	SHARE OF AUDIENCE %			37	18.3*		20.8*	22.4*		19.5*				20.3*		20.5*		20.6*
	AVG. AUD. BY 1/4 HR. %			17.0	19.5	20.6	21.1	22.5	22.3	19.2	19.7	20.2	20.3	20.3	20.7	20.9	20.2	
1	ABC TV			11,420 19.0		13,400 22.3		13,340 22.2		17,190 28.6				10,880 18.1				
	AVERAGE AUDIENCE (Households (000) & %)			9,740 16.2		11,900 19.8		12,200 20.3		12,980 21.6				9,020 15.0				
	SHARE OF AUDIENCE %			31		34		32		35	20.8*			22.4*		15.7*		14.3*
	AVG. AUD. BY 1/4 HR. %			15.3	17.1	18.8	20.9	19.8	20.7	19.9	21.8	22.3	22.5	15.6	15.7	14.9	13.6	
W	CBS TV			12,140 20.2				10,820 18.0		17,370 28.9				15,390 25.6				
	AVERAGE AUDIENCE (Households (000) & %)			9,020 15.0				9,860 16.4		13,820 23.0				12,320 20.5				
	SHARE OF AUDIENCE %			27	14.4*		15.7*	16.4		22.8*				23.3*		21.0*		20.0*
	AVG. AUD. BY 1/4 HR. %			13.9	14.8	15.1	16.2	15.9	16.8	22.5	23.0	23.7	22.9	21.2	20.7	20.3	19.7	
E	NBC TV			17,490 29.1						9,440 15.7				10,880 18.1				
	AVERAGE AUDIENCE (Households (000) & %)			12,020 20.0						5,530 9.2				9,200 15.3				
	SHARE OF AUDIENCE %			34	18.0*		20.3*	21.6*		10.3*				8.1*		15.0*		15.5*
	AVG. AUD. BY 1/4 HR. %			17.6	18.3	20.1	20.4	22.0	21.2	11.5	9.2	8.1	8.1	14.7	15.3	15.7	15.3	15.3
2	TV HOUSEHOLDS USING TV	WK 1	43.9	46.5	48.3	51.4	55.5	58.0	60.7	61.6	60.1	60.3	60.7	60.6	57.8	55.9	54.5	51.7
	(See Def. 1)	WK 2	44.7	47.8	51.3	54.0	57.2	60.6	62.6	63.9	62.5	62.4	62.6	61.3	56.5	54.8	53.5	50.5

U.S. TV Households: 60,100,000. † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-77

EVE. • WED. SEPT. 23, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • THU. SEPT. 17, 1970

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)			4,630 7.7		6,970 11.6		9,800 16.3		9,860 16.4				4,210 7.0				
	ABC TV			Animal World		That Girl®		Bewitched®		The Many Sides of Don Rickles				Harold Robbins—The Survivors®				
	AVERAGE AUDIENCE (Households (000) & %)			3,610 6.0		6,010 10.0		8,710 14.5		6,190 10.3				2,880 4.8				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			12 5.7	6.2	17 8.8	11.2	24 14.0	15.0	17 11.4	11.0* 18 *		9.6* 16 *	9.0	5.3* 9 *	5.4	4.4	4.3* 8 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)			11,900 19.8		15,810 26.3				19,830 33.0								
	CBS TV			Family Affair		Jim Nabor's Hour				CBS Thursday Night Movies "THE BROTHERHOOD OF THE BELL" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)			10,340 17.2		10,580 17.6	15.5*		19.7* 32 *	13,100 21.8	19.5*		21.8* 36 *		23.4* 41 *			22.6* 42 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			34 16.5	17.9	30 15.1	27 *	19.5	32 *	38 19.5	32 *		36 *		41 *			42 *
W E K 1	TOTAL AUDIENCE (Households (000) & %)			20,310 33.8				19,650 32.7				15,090 25.1		16,830 28.0				
	NBC TV			Flip Wilson Show				Ironsides		Nancy				Dean Martin Show				
	AVERAGE AUDIENCE (Households (000) & %)			15,330 25.5	23.9*		27.1* 47 *	14,480 24.1	21.9* 36 *		13,280 22.1			13,520 22.5	22.7*			22.2* 41 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			47 22.7	47 *	27.3	47 *	40 21.7	36 *		43 *		37 22.2	40 22.7	40 *	22.8	22.7	41 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)			10,820 18.0				11,840 19.7		8,830 14.7		8,950 14.9		7,090 11.8				
	ABC TV			Matt Lincoln				Bewitched		Barefoot in the Park		The Odd Couple		The Immortal				
	AVERAGE AUDIENCE (Households (000) & %)			7,870 13.1	12.0*		14.2* 24 *	10,580 17.6		7,810 13.0		7,450 12.4		6,070 10.1	10.2*			9.9* 17 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			23 11.8	22 *	14.1	24 *	28 16.9	18.2	20 13.0		19 12.5	12.3	17 10.3	17 *	10.1	10.1	17 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)			11,720 19.5		16,650 27.7				25,120 41.8								
	CBS TV			Family Affair		Jim Nabor's Hour				CBS Thursday Night Movies "THE DIRTY DOZEN" (9:00-11:50PM) (1)								
	AVERAGE AUDIENCE (Households (000) & %)			10,040 16.7		11,540 19.2	16.7* 31		21.8* 34 *	18,270 30.4	26.4* 41 *		31.1* 48 *		32.7* 53 *			32.4* 55 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			31 16.1	17.2	31 15.6	28 *	21.5	34 *	53 25.5	41 *		48 *		53 *			55 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)			18,030 30.0				17,310 28.8				10,700 17.8		10,700 17.8				
	NBC TV			Flip Wilson Show				Ironsides		Nancy				Dean Martin Show				
	AVERAGE AUDIENCE (Households (000) & %)			13,820 23.0	20.9*		25.1* 42 *	13,100 21.8	21.3* 34 *		9,800 16.3			8,530 14.2	15.0*			13.4* 23 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			40 19.7	39 *	25.0	42 *	34 20.9	34 *		25 16.5		25 16.1	24 14.9	24 *	15.1	14.0	23 *
TV HOUSEHOLDS USING TV		WK 1	45.5	47.0	49.6	52.9	56.4	59.1	60.0	61.3	61.0	61.2	59.9	59.7	57.0	56.8	55.5	53.0
(See Def. 1)		WK 2	44.6	47.5	52.5	55.7	58.8	61.3	62.4	64.4	65.1	64.8	64.4	64.2	61.9	61.7	59.8	58.2

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-77

(1) FOR REM. RATINGS, SEE OP PAGES.

EVE • THU. SEPT. 24, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. T. 18, 1970

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)		6,610 11.0		7,750 12.9		6,250 10.4		8,830 14.7				9,860 16.4					
				Flying Nun [®]		Brady Bunch [®]		Ghost and Mrs. Muir [®]		Here Come the Brides [®]				Love, American Style [®]					
		AVERAGE AUDIENCE (Households (000) & %)		5,410 9.0		6,430 10.7		5,410 9.0		6,910 11.5	10.6*		12.4*	7,990 13.3	13.3*		13.2*		
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		20 8.5	9.6	22 10.6	10.9	17 8.8	9.2	21 9.7	19 *	12.3	22 *	25 13.0	24 *	13.6	13.3	25 *	13.1
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)		13,520 22.5	The Interns		The Headmaster		CBS Friday Night Movies "CASINO ROYALE" (9:00-11:10PM) (1)										
		AVERAGE AUDIENCE (Households (000) & %)		9,980 16.6	16.2*	12,860 21.4	17.1*	10,040 16.7	18.7*	17.1*		17.1*	16.4*	15.5*					
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		36 15.9	36 *	40 20.8	35 *	31 19.0	34 *	31 *	18.4	17.2	31 *	30 *	29 *	15.6	15.3		
		TOTAL AUDIENCE (Households (000) & %)		11,960 19.9	High Chaparral		Name of the Game		Bracken's World										
W E K 3	ABC TV	TOTAL AUDIENCE (Households (000) & %)		9,980 16.6		9,680 16.1		11,480 19.1		11,960 19.9		10,820 18.0		9,560 15.9					
				Brady Bunch		Nanny and the Professor		Partridge Family		That Girl		Love, American Style		This Is Tom Jones					
		AVERAGE AUDIENCE (Households (000) & %)		8,590 14.3		8,950 14.9		10,100 16.8		10,820 18.0		9,800 16.3		6,970 11.6	12.4*		10.9*		
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		30 13.7	15.0	29 14.5	15.2	31 16.1	17.4	31 17.9	18.1	27 16.4	16.2	21 12.9	22 *	11.1	20 *	10.6	
W E K 4	CBS TV	TOTAL AUDIENCE (Households (000) & %)		12,740 21.2	The Interns		The Headmaster		CBS Friday Night Movies "THE CINCINNATI KID" (9:00-11:00PM)										
		AVERAGE AUDIENCE (Households (000) & %)		9,500 15.8	15.2*	10,880 18.1	16.4*	11,120 18.5	18.0*	18.2*		18.2*	19.9*	18.0*					
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		32 15.0	32 *	33 17.8	32 *	33 17.8	31 *	31 *	18.3	18.0	31 *	35 *	34 *	19.3	16.8		
		TOTAL AUDIENCE (Households (000) & %)		11,240 18.7	High Chaparral		Name of the Game		Bracken's World										
W E K 5	ABC TV	TOTAL AUDIENCE (Households (000) & %)		8,650 14.4	13.8*	9,200 15.3	15.1*	14,650 27 *	14.6*	14.8*		16.5*	9,200 15.3	15.4*		15.1*			
		AVERAGE AUDIENCE (Households (000) & %)		29 13.0	29 *	27 14.7	27 *	27 14.5	27 *	25 *		28 *	28	27 *	28 *	28 *	14.9		
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		13.0	14.5	15.1	15.0	14.7	14.5	14.6	15.0	16.4	16.7	15.2	15.7	15.3	14.9		
		TOTAL AUDIENCE (Households (000) & %)		41.5 42.4	42.9 44.9	44.2 47.1	46.1 49.3	47.3 50.9	49.2 51.8	51.8 53.2	54.1 55.1	55.3 57.6	56.0 58.7	55.6 59.1	55.3 59.4	54.4 57.5	54.3 56.7	53.6 54.8	52.5 51.7
TV HOUSEHOLDS USING TV WK 1		41.5	42.9	44.2	46.1	47.3	49.2	51.8	54.1	55.3	56.0	55.6	55.3	54.4	54.3	53.6	52.5		
(See Def. 1) WK 2		42.4	44.9	47.1	49.3	50.9	51.8	53.2	55.1	57.6	58.7	59.1	59.4	57.5	56.7	54.8	51.7		

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

‡ Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page 5.

(OP) Other Programs: See Pages 72-77.

(1) FOR REM. RATINGS, SEE OP. PAGES.

EVE. • FRI. SEPT. 25, 1970

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • SAT. SEPT. 19, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,230 13.7		9,860 16.4		10,400 17.3					6,790 11.3					
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			15,150 25.2				12,140 20.2		13,520 22.5		15,930 26.5		16,290 27.1				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,800 16.3				12,680 21.1		17,070 28.4								
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,860 16.4		10,160 16.9		11,300 18.8				8,110 13.5						
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
W																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			16,110 26.8				14,000 23.3		12,980 21.6		13,400 22.3		15,390 25.6				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
E																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,460 22.4				12,440 20.7		18,630 31.0								
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,500 15.8		11,180 18.6		12,860 21.4										
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV																	
WK 1	39.0	40.6	43.7	46.4	49.0	51.7	53.7	56.2	57.7	58.3	58.6	58.1	56.0	55.4	54.7	53.3	
WK 2	45.2	46.5	49.9	52.8	55.3	57.0	58.0	58.8	57.6	57.7	57.8	58.2	56.5	55.7	54.4	53.7	

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship.

(B) Originated in Black & White. (R) Repeat, See page 8. (OP) Other Programs, See Pages 72-77

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(1) FOR RATINGS, SEE PAGE 49.

(2) FOR RATINGS, SEE OP PAGES.

(3) FOR REM. RATINGS, SEE OP PAGES.

EVE. • SAT. SEPT. 26, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • SUN. SEPT. 20, 1970

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																		
ABC TV																		
TOTAL AUDIENCE (Households (000) & %)		9,140 15.2				15,090 25.1				17,190 28.6								
AVERAGE AUDIENCE (Households (000) & %)		6,250 10.4				12,200 20.3				12,740 21.2								
SHARE OF AUDIENCE %		21				35				35								
AVG. AUD. BY ¼ HR. %		8.9				17.4				21.8								
Young Rebels																		
The F.B.I.																		
ABC Sunday Night Movies																		
"TONY ROMEO" (9:00-11:00PM)																		
CBS TV																		
TOTAL AUDIENCE (Households (000) & %)		10,040 16.7		9,620 16.0		15,030 25.0				13,820 23.0				10,880 18.1				
AVERAGE AUDIENCE (Households (000) & %)		8,290 13.8		8,110 13.5		11,660 19.4				10,940 18.2				8,350 13.9				
SHARE OF AUDIENCE %		29		27		33				28				24				
AVG. AUD. BY ¼ HR. %		12.9	14.8	12.8	14.2	17.1	19.2	21.2	20.1	17.9	18.4	18.0	18.4	15.9	14.3	13.3	12.1	
Lassie																		
Hogan's Heroes																		
Ed Sullivan Show																		
Glen Campbell Hour																		
Tim Conway Hour																		
NBC TV																		
TOTAL AUDIENCE (Households (000) & %)		6,670 11.1		15,030 25.0				10,220 17.0		16,530 27.5				13,460 22.4				
AVERAGE AUDIENCE (Households (000) & %)		5,890 9.8		10,280 17.1				9,140 15.2		13,940 23.2				10,820 18.0				
SHARE OF AUDIENCE %		21		32				25		36				31				
AVG. AUD. BY ¼ HR. %		9.3	10.2	15.8	16.8	18.1	17.7	14.7	15.6	21.6	23.8	24.5	23.0	18.1	18.0	18.0	18.0	
Wild Kingdom (Mutual of Omaha)																		
Wonderful World of Disney																		
"THE BOY WHO STOLE THE ELEPHANT" PART 1																		
Bill Cosby Show (P & G)																		
Bonanza (Co-sponsor)																		
Bold Ones																		
W																		
ABC TV																		
TOTAL AUDIENCE (Households (000) & %)		10,160 16.9				16,590 27.6				18,270 30.4								
AVERAGE AUDIENCE (Households (000) & %)		7,390 12.3				13,220 22.0				12,860 21.4								
SHARE OF AUDIENCE %		22				34				39								
AVG. AUD. BY ¼ HR. %		11.1	11.9	12.9	13.4	20.0	21.2	23.5	23.4	21.2	21.1	21.3	21.2	22.2	22.1	21.8	21.7	
Young Rebels																		
The F.B.I.																		
ABC Sunday Night Movies																		
"HURRY SUNDOWN" (9:00-11:55PM) (1)																		
CBS TV																		
TOTAL AUDIENCE (Households (000) & %)		11,840 19.7		10,820 18.0		16,410 27.3				15,390 25.6				10,880 18.1				
AVERAGE AUDIENCE (Households (000) & %)		10,460 17.4		9,560 15.9		12,500 20.8				12,080 20.1				8,050 13.4				
SHARE OF AUDIENCE %		33		28		33				30				24				
AVG. AUD. BY ¼ HR. %		16.6	18.2	15.5	16.4	17.9	18.8	22.9	23.7	21.1	20.0	19.2	20.0	14.4	13.3	13.0	12.7	
Lassie																		
Hogan's Heroes																		
Ed Sullivan Show																		
Glen Campbell Hour																		
Tim Conway Hour																		
NBC TV																		
TOTAL AUDIENCE (Households (000) & %)		9,200 15.3		16,710 27.8				11,840 19.7		17,010 28.3				12,860 21.4				
AVERAGE AUDIENCE (Households (000) & %)		7,330 12.2		12,020 20.0				11,000 18.3		14,600 24.3				10,580 17.6				
SHARE OF AUDIENCE %		23		34				28		36				31				
AVG. AUD. BY ¼ HR. %		11.1	13.3	18.1	19.3	21.2	21.4	17.3	19.2	23.2	24.6	25.1	24.2	19.3	18.2	17.2	15.7	
Wild Kingdom (Mutual of Omaha)																		
Wonderful World of Disney																		
"THE BOY WHO STOLE THE ELEPHANT" PART 11																		
Bill Cosby Show (P & G)																		
Bonanza (Gen. Motors-Chevrolet)																		
Bold Ones																		
TV HOUSEHOLDS USING TV WK 1		45.9	47.7	48.7	51.6	55.5	58.7	60.0	61.2	63.6	65.7	65.5	64.9	59.8	58.5	56.8	54.3	
WK 2		52.3	53.6	55.5	58.0	60.8	63.4	65.3	66.7	66.7	67.2	67.0	65.5	59.3	57.9	56.1	53.8	

U.S. TV Households: 60,100,000. † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page 8. (OP) Other Programs: See Pages 72-77. (1) FOR REM. RATINGS, SEE OP. PAGES.

EVE • SUN. SEPT. 27, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. OCT. 28, 1970

NATIONAL WEEKEND TV AUDIENCE ESTIMATES																			
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E K 1	TOTAL AUDIENCE (Households (000) & %)			10,040 16.7				9,620 16.0		16,890 28.1									
	ABC TV			Young Lawyers				Silent Force		ABC NFL Football Game (KANSAS CITY VS BALTIMORE, 9:00-12:05AM) (1)									
	AVERAGE AUDIENCE (Households (000) & %)			7,150 11.9				8,230 13.7		9,200 15.3									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			20 11.1		11.6* 12.1		12.3* 12.2		15.1* 14.4		24* 15.7		17.1* 17.3		27* 17.7		15.6* 15.3	
E K 2	TOTAL AUDIENCE (Households (000) & %)			18,990 31.6				15,930 26.5		16,230 27.0		15,450 25.7		15,810 26.3					
	CBS TV			Gunsmoke				Here's Lucy		Mayberry R.F.D.		Doris Day Show		Carol Burnett Show					
	AVERAGE AUDIENCE (Households (000) & %)			14,720 24.5				14,060 23.4		14,600 24.3		14,180 23.6		12,920 21.5					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			40 23.0		41* 24.1		40* 25.2		36 23.9		37 24.6		37* 23.3		37* 22.5		20.9* 20.2	
W E K 3	TOTAL AUDIENCE (Households (000) & %)			12,860 21.4			18,270 30.4			15,570 25.9									
	NBC TV			Red Skelton Show	Rowan & Martin Laugh-In				NBC Monday Night at the Movies "THE LOST MAN"(9:00-11:15PM) (1)										
	AVERAGE AUDIENCE (Households (000) & %)			10,580 17.6			13,160 21.9			9,620 16.0		17,000 27.0		16,200 26.2		16,300 27.2		15,300 25.3	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			31 16.6		34 18.6		32* 21.5		27 23.2		26* 17.5		26* 16.4		27* 16.3		27* 15.7	
W E K 4	TOTAL AUDIENCE (Households (000) & %)			9,920 16.5				9,440 15.7		16,890 28.1									
	ABC TV			Young Lawyers				Silent Force		ABC NFL Football Game (CHICAGO VS DETROIT, 9:00-11:40PM) (1)									
	AVERAGE AUDIENCE (Households (000) & %)			6,850 11.4				8,530 14.2		10,880 18.1		17,000 25.0		18,900 28.0		19,300 29.0		18,900 30.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			19 10.3		19* 11.4		22 12.3		30 16.3		25* 17.7		28* 18.4		29* 19.3		30* 19.0	
W E K 5	TOTAL AUDIENCE (Households (000) & %)			19,590 32.6				17,790 29.6		14,540 24.2		12,140 20.2		17,670 29.4					
	CBS TV			Gunsmoke				Here's Lucy		Mayberry R.F.D.		Doris Day Show		Carol Burnett Show					
	AVERAGE AUDIENCE (Households (000) & %)			15,450 25.7				16,230 27.0		13,100 21.8		11,180 18.6		12,920 21.5					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			42 23.6		42* 24.9		42* 27.1		40 26.7		32 21.7		36 18.8		36* 23.1		35* 19.3	
W E K 6	TOTAL AUDIENCE (Households (000) & %)			13,160 21.9			18,210 30.3			20,850 34.7				14,420 24.0					
	NBC TV			Red Skelton Show	Rowan & Martin Laugh-In				Chrysler Presents The Bob Hope Show (Chrysler)				Jack Paar Diary (American Gas Assn.)						
	AVERAGE AUDIENCE (Households (000) & %)			10,820 18.0			13,100 21.8			17,310 28.8		30,000 44.0		10,160 16.9		18,400 29.0		15,500 27.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			31 16.9		33 19.0		32* 21.2		35* 24.0		40* 28.3		44* 30.5		29* 17.5		27* 16.3	
TV HOUSEHOLDS USING TV		WK 1	49.9	52.9	55.3	59.8	62.6	64.6	65.3	66.3	64.9	64.7	63.7	63.3	61.4	59.7	57.1	54.9	
(See Def. 1)		WK 2	49.2	52.1	56.6	60.2	63.0	65.2	66.6	68.4	68.6	69.9	69.1	68.5	64.2	61.6	59.2	55.9	

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page 8. (OP) Other Programs: See Pages 72-79.

(1) FOR REM. RATINGS, SEE OP. PAGES.

EVE. • MON. OCT. 5, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. SEPT. 29, 1970

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			15,510 25.8				18,090 30.1						16,110 26.8				
	ABC TV			Mod Squad						Movie of the Week "NIGHT SLAVES"					Marcus Welby, M.D.			
	AVERAGE AUDIENCE (Households (000) & %)			11,900 19.8	18.4*			12,500 20.8	20.3*		20.4*		21.7*	13,400 22.3		22.4*		22.1*
	SHARE OF AUDIENCE %			34	33 *			35 *	32 *		31 *		34 *	38		37 *		39 *
	AVG. AUD. BY ¼ HR. %			17.5	19.2	20.8	21.6	20.5	20.1	20.4	20.3	21.8	21.6	22.1	22.7	22.6		21.7
	TOTAL AUDIENCE (Households (000) & %)			11,120 18.5		12,020 20.0		16,710 27.8				10,100 16.8		7,630 12.7				
	CBS TV			Beverly Hillbillies		Green Acres			Hee-Haw			To Rome with Love			60 Minutes (VARIOUS SUBJECTS)			
	AVERAGE AUDIENCE (Households (000) & %)			9,620 16.0		10,880 18.1		12,860 21.4	20.6*		22.2*	9,140 15.2		5,530 9.2		10.2*		8.2*
	SHARE OF AUDIENCE %			29		30		33	32 *		34 *	24		16		17 *		15 *
	AVG. AUD. BY ¼ HR. %			15.3	16.6	17.1	19.2	20.3	20.9	22.4	21.9	15.5	14.9	10.7	9.7	8.7		7.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			11,900 19.8				12,080 20.1		18,990 31.6								
	NBC TV			Don Knotts Show				Julia		NBC Tuesday Night at the Movies "SAN FRANCISCO INTERNATIONAL AIRPORT"					(9:00-11:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)			9,020 15.0	14.6*			10,040 16.7		12,920 21.5	18.6*		20.6*			23.7*		23.2*
	SHARE OF AUDIENCE %			26	26 *			25 *	26	35	28 *		32 *			39 *		41 *
	AVG. AUD. BY ¼ HR. %			14.3	14.9	15.3	15.4	16.1	17.4	18.0	19.2	20.5	20.8	23.7	23.7	24.0		22.3
	TOTAL AUDIENCE (Households (000) & %)			16,950 28.2				20,490 34.1						22,060 36.7				
	ABC TV			Mod Squad						Movie of the Week "BUT, I DON'T WANT TO GET MARRIED"					Marcus Welby, M.D.			
	AVERAGE AUDIENCE (Households (000) & %)			13,220 22.0	20.7*			15,090 25.1	23.1*		25.7*		26.4*	19,110 31.8		31.7*		31.5*
	SHARE OF AUDIENCE %			36	35 *			36 *	38	35 *	39 *		41 *	57		55 *		60 *
	AVG. AUD. BY ¼ HR. %			20.2	21.3	22.9	23.6	22.6	23.5	25.8	25.7	26.3	26.6	30.9	32.5	32.8		30.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			12,440 20.7		12,980 21.6		18,690 31.1				13,220 22.0		7,570 12.6				
	CBS TV			Beverly Hillbillies		Green Acres			Hee-Haw			To Rome with Love			CBS News Hour "CATHOLIC DILEMMA" (10:00-11:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)			10,580 17.6		11,840 19.7		14,540 24.2	23.5*		24.9*	11,900 19.8		4,630 7.7		8.7*		6.6*
	SHARE OF AUDIENCE %			30		31		37	35 *		38 *	31		14		15 *		12 *
	AVG. AUD. BY ¼ HR. %			16.4	18.7	18.8	20.6	23.2	23.7	24.8	24.9	20.0	19.5	9.9	7.5	6.9		6.4
	TOTAL AUDIENCE (Households (000) & %)			11,420 19.0				11,000 18.3		12,860 21.4								
	NBC TV			Don Knotts Show				Julia				First Tuesday						
	AVERAGE AUDIENCE (Households (000) & %)			7,870 13.1	12.4*			9,320 15.5		6,790 11.3	10.5*		12.0*			12.8*		10.1*
	SHARE OF AUDIENCE %			21	21 *			21 *	23	19	16 *		19 *			22 *		19 *
	AVG. AUD. BY ¼ HR. %			12.4	12.5	13.4	14.1	15.4	15.5	10.2	10.8	12.0	12.0	13.3	12.4	10.9		9.3
TV HOUSEHOLDS USING TV WK 1		47.0	50.4	54.7	57.3	59.6	62.5	63.9	64.8	65.3	66.2	64.7	63.9	60.9	59.9	57.9	54.8	
(See Def. 1)		48.0	53.1	56.6	60.1	62.6	65.1	65.7	66.7	65.0	66.2	65.2	64.5	58.5	57.0	55.3	51.5	

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-79

EVE. • TUE. OCT. 6, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. T. 30, 1970

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)			12,200 20.3		12,200 20.3		11,900 19.8		13,760 22.9				9,320 15.5				
	ABC TV			Courtship of Eddie's Father		Make Room for Granddaddy		Room 222		Johnny Cash Show								
	AVERAGE AUDIENCE (Households (000) & %)			10,820 18.0		10,880 18.1		10,760 17.9		10,640 17.7				7,090 11.8				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			33 17.3		31 17.5		29 17.2		28 18.3		18.0* 17.7		27* 17.1		22* 12.0		11.2* 10.8
W E K 2	TOTAL AUDIENCE (Households (000) & %)			12,020 20.0				10,940 18.2		17,250 28.7				15,570 25.9				
	CBS TV			Storefront Lawyers				Governor and J. J.		Medical Center								
	AVERAGE AUDIENCE (Households (000) & %)			8,590 14.3				9,860 16.4		14,300 23.8				12,860 21.4				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			26 14.5				25* 14.3		37 22.1		22.9* 23.7		24.7* 24.6		39* 22.6		20.6* 20.5
W E K 3	TOTAL AUDIENCE (Households (000) & %)			16,590 27.6						13,580 22.6				11,960 19.9				
	NBC TV			Men from Shiloh						Kraft Music Hall (Kraftco)								
	AVERAGE AUDIENCE (Households (000) & %)			11,420 19.0						10,580 17.6				9,560 15.9				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			33 15.1						27 17.7				29 16.2				
W E K 4	TOTAL AUDIENCE (Households (000) & %)			11,480 19.1		11,540 19.2		11,660 19.4		13,580 22.6				9,380 15.6				
	ABC TV			Courtship of Eddie's Father		Make Room for Granddaddy		Room 222		Pres. Nixon's Address on Viet Nam (9:00-9:25PM) (Sustainer)		Johnny Cash Show (9:25-10:25PM) (1)						
	AVERAGE AUDIENCE (Households (000) & %)			9,920 16.5		10,160 16.9		10,580 17.6		9,320 15.5				7,270 12.1				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			29 16.0		27 16.3		28 16.8		25 15.1		16.4* 16.2		23 14.8		11.8 12.1		12.2* 12.2
W E K 5	TOTAL AUDIENCE (Households (000) & %)			12,860 21.4				11,180 18.6		17,730 29.5				15,450 25.7				
	CBS TV			Storefront Lawyers				Governor and J. J.		Pres. Nixon's Address on Viet Nam (9:00-9:25PM) (Sustainer)		Medical Center (9:25-10:25PM) (1)						
	AVERAGE AUDIENCE (Households (000) & %)			9,620 16.0				10,040 16.7		14,180 23.6				12,920 21.5				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			27 16.1		26* 16.0		26 16.6		38 19.2		22.9* 24.0		41 25.8		21.7 21.9		22.1* 22.2
W E K 6	TOTAL AUDIENCE (Households (000) & %)			17,790 29.6								12,500 20.8						
	NBC TV			Men from Shiloh						Pres. Nixon's Address on Viet Nam (9:00-9:25PM) (Sustainer)		Kraft Music Hall (Kraftco) (9:30-10:30PM)						
	AVERAGE AUDIENCE (Households (000) & %)			12,020 20.0								8,770 14.6						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			33 17.9								24 14.1						
TV HOUSEHOLDS USING TV WK 1		47.7	49.8	52.9	55.5	56.9	58.9	61.5	63.5	63.7	64.4	64.7	63.9	57.2	55.2	53.4	51.5	
(See Def. 1)		WK 2	51.8	54.7	54.8	57.5	60.9	62.4	63.1	64.9	63.5	62.1	62.2	60.5	57.5	52.7	52.5	

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-79

(1) FOR REM. RATINGS, SEE OP. PAGES.

(2) FOR RATINGS, SEE OP. PAGES.

EVE. • WED. OCT. 7, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. OCT. 1, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,650 14.4				10,340 17.2		8,290 13.8		8,770 14.6		8,770 14.6				
AVERAGE AUDIENCE (Households (000) & %)			6,190 10.3				9,140 15.2		7,330 12.2		7,750 12.9		6,970 11.6				
SHARE OF AUDIENCE %			18	9.7*		10.9*	18 *	24	19		21		21	11.9*			11.3*
AVG. AUD. BY ¼ HR. %			9.7	9.7	10.3	11.5	14.8	15.6	12.1	12.3	12.7	13.1	12.1	21 *	11.8	11.4	11.3
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			11,900 19.8		17,850 29.7				21,640 36.0								
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			18,990 31.6				17,610 29.3				10,340 17.2		13,700 22.8				
AVERAGE AUDIENCE (Households (000) & %)			14,240 23.7				13,160 21.9				9,080 15.1		10,400 17.3				
SHARE OF AUDIENCE %			42	21.4*		26.0*	35	21.3*	36 *	40	37 *	25.4*	42 *		24.2*		21.5*
AVG. AUD. BY ¼ HR. %			19.8	22.9	25.8	26.1	21.1	21.5	22.8	22.2	14.8	15.4	17.1	17.7	17.3	17.3	17.3
1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,760 17.9				10,760 17.9		9,500 15.8		9,620 16.0		9,440 15.7				
AVERAGE AUDIENCE (Households (000) & %)			7,450 12.4				9,980 16.6		8,350 13.9		8,530 14.2		7,510 12.5				
SHARE OF AUDIENCE %			20	11.4*		13.4*	21 *	25	21		22		22	12.5*			12.4*
AVG. AUD. BY ¼ HR. %			11.6	11.1	13.3	13.6	16.1	17.0	13.6	14.2	14.2	14.1	12.4	12.6	12.5	12.4	12.4
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			12,920 21.5		18,570 30.9				20,010 33.3								
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,540 19.2		12,860 21.4				12,980 21.6								
AVERAGE AUDIENCE (Households (000) & %)			19.2		21.4				20.9*		23.2*		21.1*				
SHARE OF AUDIENCE %			33		33				35 *	35	32 *	36 *	36 *				
AVG. AUD. BY ¼ HR. %			18.6	19.9	18.8	20.1	23.3	23.2	21.3	20.5	23.4	22.9	21.4	20.9	20.6		
2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			20,190 33.6				19,830 33.0				12,020 20.0		15,870 26.4				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			15,210 25.3				15,150 25.2				10,940 18.2		11,960 19.9				
AVERAGE AUDIENCE (Households (000) & %)			23.5*				27.1*				26.2*		19.9				
SHARE OF AUDIENCE %			41	23.5*			42 *	38	36 *	40 *	28	35	34 *	20.1*			19.8*
AVG. AUD. BY ¼ HR. %			22.3	24.7	26.8	27.4	24.3	24.2	26.7	25.6	18.0	18.4	20.3	20.0	19.6	19.9	19.9
TV HOUSEHOLDS USING TV WK 1	46.7	49.5	52.5	55.8	58.0	60.4	61.6	62.9	63.3	62.8	61.1	60.6	58.2	57.4	55.6	52.2	
(See Def. 1) WK 2	50.0	54.0	57.4	60.5	63.1	65.5	66.9	67.6	66.7	65.9	64.9	63.7	59.8	58.5	56.5	51.2	

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page 8. (OP) Other Programs: See Pages 72-79.

EVE. • THU. OCT. 8, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. OCT. 2, 1970

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)			9,020 15.0		8,530 14.2		11,300 18.8		10,820 18.0		10,400 17.3		10,100 16.8				
	ABC TV			Brady Bunch		Nanny and the Professor		Partridge Family		That Girl		Love, American Style		This Is Tom Jones				
	AVERAGE AUDIENCE (Households (000) & %)			7,630 12.7		7,570 12.6		10,220 17.0		9,860 16.4		9,380 15.6		7,750 12.9		13.2*		12.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			27 12.1	13.4	25 11.8	13.4	31 15.9	18.0	29 16.3	16.5	27 15.4	15.8	23 13.5		23 *	12.9	12.7
W E K 2	TOTAL AUDIENCE (Households (000) & %)			11,840 19.7				10,640 17.7		16,830 28.0								
	CBS TV			The Interns				The Headmaster		CBS Friday Night Movies *NONE BUT THE BRAVE*(9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)			9,020 15.0				9,320 15.5		11,120 18.5								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			31 14.3	14.5*			28 14.9	16.6	33 16.1	16.2	28 *	17.0	29 *	20.0	20.6*	21.1	21.2
W E K 1	TOTAL AUDIENCE (Households (000) & %)			11,540 19.2				16,290 27.1						10,880 18.1				
	NBC TV			High Chaparral				Name of the Game				Bracken's World						
	AVERAGE AUDIENCE (Households (000) & %)			8,890 14.8	13.4*			10,700 17.8	17.6*		17.4*		18.4*	8,350 13.9		14.3*		13.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			31 12.7	29 *			31 18.1	32 *	33 17.1	30 *	32 *	18.5	25 14.6	25 *	25 *	13.5	25 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)			10,580 17.6		9,980 16.6		11,640 19.7		10,580 17.6		9,320 15.5		10,520 17.5				
	ABC TV			Brady Bunch		Nanny and the Professor		Partridge Family		That Girl		Love, American Style		This Is Tom Jones				
	AVERAGE AUDIENCE (Households (000) & %)			8,950 14.9		8,830 14.7		10,340 17.2		9,560 15.9		8,530 14.2		6,850 11.4		12.1*		10.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			29 14.2	15.6	26 14.5	15.0	30 16.7	17.7	27 15.5	16.2	24 14.4	14.0	21 12.3	21 *	21 *	10.4	20 *
W E K 1	TOTAL AUDIENCE (Households (000) & %)			12,560 20.9				12,380 20.6		18,690 31.1								
	CBS TV			The Interns				The Headmaster		CBS Friday Night Movies *THE GREAT RACE*PART 11(9:00-10:45PM)								
	AVERAGE AUDIENCE (Households (000) & %)			9,620 16.0	15.0*			10,880 18.1		12,980 21.6	20.2*		21.2*			23.1*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			30 15.0	29 *			31 *	18.4	37 20.1	34 *	36 *	21.5	23.2	40 *	23.1	21.8	
W E K 2	TOTAL AUDIENCE (Households (000) & %)			13,760 22.9				16,110 26.8						12,680 21.1				
	NBC TV			High Chaparral				Name of the Game				Bracken's World						
	AVERAGE AUDIENCE (Households (000) & %)			10,640 17.7	16.8*			10,640 17.7	17.4*		17.6*		18.2*	10,220 17.0		16.4*		17.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			33 16.1	32 *			33 *	17.4	30 *	30 *	31 *	18.5	31 16.5	29 *	29 *	17.6	33 *
TV HOUSEHOLDS USING TV		WK 1	41.6	43.9	45.1	47.4	49.5	51.9	53.8	56.5	56.8	57.7	58.0	57.7	56.6	55.9	55.0	52.5
(See Def. 1)		WK 2	46.5	49.0	50.9	53.2	55.1	56.5	57.2	58.1	58.6	59.5	59.0	60.0	57.5	57.0	54.8	51.7

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-79

EVE. • FRI. OCT. 9, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. OCT. 3, 1970

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)			9,140 15.2		10,100 16.8		11,300 18.8				16,170 26.9						
	ABC TV			Let's Make a Deal		Newlywed Game		Lawrence Walk Show						NCAA Football Game ALABAMA VS MISSISSIPPI, 9:30-12:35AM(1)				
	AVERAGE AUDIENCE (Households (000) & %)			8,050 13.4		8,770 14.6		8,470 14.1	13.2*			7,510 12.5	13.4*			13.8*		13.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			25 12.7	14.0	25 14.0	15.3	24 12.8	23* 13.5	14.8	26* 15.3	25 13.5	23* 13.2		13.4	24* 14.3	14.0	24* 12.7
W E K 2	TOTAL AUDIENCE (Households (000) & %)			14,960 24.9				12,500 20.8		12,140 20.2		13,160 21.9		12,380 20.6				
	CBS TV					Mission: Impossible		My Three Sons		Arnie		Mary Tyler Moore Show				Mannix		
	AVERAGE AUDIENCE (Households (000) & %)			11,420 19.0	18.3*			11,180 18.6		10,520 17.5		11,480 19.1		9,920 16.5	16.6*			16.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			34 17.9	34* 18.8			34* 19.6	31 19.8	29 18.9	33 17.3	33 19.1		30 16.2	30* 16.9		31* 16.6	31* 16.2
W E K 1	TOTAL AUDIENCE (Households (000) & %)	2,460 4.1		13,100 21.8				13,640 22.7		19,590 32.6								
	NBC TV	NBC Saturday Night News (Standard Oil)				Andy Williams Show		Adam 12						NBC Saturday Night at the Movies *CAST A GIANT SHADOW*(9:00-11:45PM)(1)				
	AVERAGE AUDIENCE (Households (000) & %)	2,040 3.4		9,140 15.2	14.7*			12,380 20.6		11,840 19.7	19.8*			20.7*		19.7*		19.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	7 3.3		15.2 14.6	27* 14.8			27* 15.6	35 20.2	36 19.7	33* 19.8			35* 20.3		35* 19.7		37* 19.7
W E K 2	TOTAL AUDIENCE (Households (000) & %)			9,980 16.6		10,760 17.9		11,540 19.2				9,980 16.6						
	ABC TV	NCAA Football Game (4:15-7:15PM) (2)	NCAA Football Post Game (7:15-7:30PM) (Prudential)(3)	Let's Make a Deal		Newlywed Game		Lawrence Walk Show						Most Deadly Game				
	AVERAGE AUDIENCE (Households (000) & %)			8,590 14.3		9,860 16.4		9,080 15.1	14.9*			6,910 11.5	11.5*			11.5*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			27 14.0		28 14.0		24 15.1	24* 14.6	15.4	25* 15.1	20 11.6	19* 11.4		11.8	20* 11.2		
W E K 1	TOTAL AUDIENCE (Households (000) & %)			15,690 26.1				12,860 21.4		13,100 21.8		14,060 23.4		16,110 26.8				
	CBS TV					Mission: Impossible		My Three Sons		Arnie		Mary Tyler Moore Show				Mannix		
	AVERAGE AUDIENCE (Households (000) & %)			11,960 19.9	18.7*			11,840 19.7		11,540 19.2		12,680 21.1		12,680 21.1	19.5*			22.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			35 17.8	35* 19.6			36* 20.9	32 21.4	31 18.7	36 19.8	36 20.9	34* 21.4	38 19.0	34* 20.0		41* 22.8	41* 22.7
W E K 2	TOTAL AUDIENCE (Households (000) & %)			14,060 23.4				13,820 23.0		17,310 28.8								
	NBC TV					Andy Williams Show		Adam 12						NBC Saturday Night at the Movies *DEATH OF A GUNFIGHTER*(9:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)			9,680 16.1	15.4*			12,740 21.2		12,020 20.0	19.8*			19.8*		20.5*		19.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			29 14.8	29* 16.0			28* 16.7	34 20.5	34 19.8	32* 19.9		34* 20.1	36* 19.5	36* 20.8	36* 20.2		36* 19.4
TV HOUSEHOLDS USING TV WK 1		46.2	50.6	52.8	55.7	57.5	58.7	58.6	59.7	59.8	60.3	59.1	58.3	55.7	55.7	53.7	51.6	
WK 2		46.5	49.2	51.7	55.3	57.6	60.3	62.0	62.9	62.1	61.8	59.4	58.9	57.5	57.0	55.9	54.5	

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-79(1)

(2) FOR RATINGS, SEE PAGE 39.

(3) FOR RATINGS, SEE OF PAGES.

[X] STATION FACILITIES REDUCED BY NETWORK PRE-EMPTION.

EVE. • SAT. OCT. 10, 1970

		NATIONAL TV AUDIENCE ESTIMATES																		
		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)	9,980 16.6				17,010 28.3				19,170 31.9									
		AVERAGE AUDIENCE (Households (000) & %)	6,910 11.5				13,100 21.8				13,700 22.8									
		SHARE OF AUDIENCE %	22				35				38									
		AVG. AUD. BY 1/4 HR. %	10.4				18.9				23.8									
			Young Rebels → The F.B.I. → ABC Sunday Night Movies "ONE MILLION YEARS B.C." (9:00-10:55PM)																	
W E E K 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)	11,360 18.9		11,660 19.4		14,720 24.5				13,340 22.2				10,820 18.0					
		AVERAGE AUDIENCE (Households (000) & %)	9,740 16.2		9,860 16.4		11,000 18.3				10,640 17.7				7,270 12.1					
		SHARE OF AUDIENCE %	33		30		29				28				28					
		AVG. AUD. BY 1/4 HR. %	16.1		16.4		18.2				17.1				17.8					
			Lassie → Hogan's Heroes → Ed Sullivan Show → Glen Campbell Hour → Tim Conway Hour																	
W E E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)	6,670 11.1		16,590 27.6				12,140 20.2		15,690 26.1				12,860 21.4					
		AVERAGE AUDIENCE (Households (000) & %)	5,470 9.1		11,600 19.3				10,820 18.0		12,980 21.6				9,080 15.1					
		SHARE OF AUDIENCE %	18		33				33		34				28					
		AVG. AUD. BY 1/4 HR. %	7.3		18.2				20.2		22.0				16.6					
			Wild Kingdom (Mutual of Omaha) → Wonderful World of Disney "WESTWARD HO THE WAGONS" PART 1 (Co-sponsor) → Bill Cosby Show (P & G) → Bonanza → Bold Ones																	
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)	10,280 17.1				16,290 27.1				18,150 30.2									
		AVERAGE AUDIENCE (Households (000) & %)	7,510 12.5				13,580 22.6				11,000 18.3									
		SHARE OF AUDIENCE %	23				36				33				30					
		AVG. AUD. BY 1/4 HR. %	10.8				21.1				20.1				18.8					
			Young Rebels → The F.B.I. → ABC Sunday Night Movies® "THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES" (9:00-11:40PM) (2)																	
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)	11,360 18.9		11,360 18.9		14,780 24.6				14,420 24.0				10,340 17.2					
		AVERAGE AUDIENCE (Households (000) & %)	9,860 16.4		9,860 16.4		11,300 18.8				10,940 18.2				7,810 13.0					
		SHARE OF AUDIENCE %	32		29		30				28				23					
		AVG. AUD. BY 1/4 HR. %	16.0		16.9		16.2				19.1				18.0					
			Lassie → Hogan's Heroes → Ed Sullivan Show → Glen Campbell Hour → Tim Conway Hour																	
W E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)	8,050 13.4		16,050 26.7				10,580 17.6		18,870 31.4				16,110 26.8					
		AVERAGE AUDIENCE (Households (000) & %)	6,970 11.6		11,660 19.4				9,680 16.1		15,330 25.5				13,580 22.6					
		SHARE OF AUDIENCE %	23		33				25		39				40					
		AVG. AUD. BY 1/4 HR. %	10.8		18.3				19.7		24.5				23.3					
			Wild Kingdom (Mutual of Omaha) → Wonderful World of Disney "WESTWARD HO THE WAGONS" PART 11 (Gulf Oil Corp.) → Bill Cosby Show (P & G) → Bonanza → Bold Ones																	
TV HOUSEHOLDS USING TV		WK 1 (See Def. 1)	48.1	51.3	54.1	56.5	60.3	61.7	63.0	63.9	63.8	64.4	64.8	63.2	58.4	56.1	53.3	48.4		
		WK 2	49.4	52.5	55.2	57.5	61.4	63.2	63.5	64.7	65.5	65.0	64.4	64.1	59.4	58.0	56.6	54.1		

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-79

(1) ABC WEEKEND NEWS, FOR RATINGS, SEE OP PAGES.
(2) FOR REM. RATINGS, SEE OP PAGES.

EVE. • SUN. OCT. 11, 1970

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • MON. OCT. 12, 1970

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)			9,980 16.6				9,260 15.4		18,750 31.2								
	ABC TV			Young Lawyers				Silent Force		ABC NFL Football Game (GREEN BAY VS SAN DIEGO, 9:00-11:50PM)(1)								
	AVERAGE AUDIENCE (Households (000) & %)			7,390 12.3	11.7*			8,110 13.5		11,960 19.9	19.9*			22.5*		20.2*		19.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			20 11.1	20 *			21 13.1		33 18.4	30 *			34 *		32 *		31 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)			18,330 30.5				16,770 27.9		15,810 26.3		15,270 25.4		15,990 26.6				
	CBS TV			Gunsmoke				Here's Lucy		Mayberry R.F.D.		Doris Day Show		Carol Burnett Show				
	AVERAGE AUDIENCE (Households (000) & %)			14,360 23.9	22.4*			15,330 25.5		13,940 23.2		13,640 22.7		12,920 21.5	22.0*			21.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			38 22.1	37 *			40 *		34 22.8	34	34		36	36 *			36 *
W E K 1	TOTAL AUDIENCE (Households (000) & %)			11,960 19.9		17,790 29.6				17,670 29.4								
	NBC TV			Red Skelton Show		Rowan & Martin Laugh-In				NBC Monday Night at the Movies "LADY L" (9:00-11:15PM)(1)								
	AVERAGE AUDIENCE (Households (000) & %)			10,640 17.7		12,920 21.5	19.6*			9,260 15.4	19.4*			16.2*		14.2*		13.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			30 16.7		33 18.7	30 *			25 20.8	28 *			24 *		23 *		23 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)			8,950 14.9				8,770 14.6		16,230 27.0								
	ABC TV			Young Lawyers				Silent Force		ABC NFL Football Game (WASHINGTON VS OAKLAND, 9:00-11:40PM)(1)								
	AVERAGE AUDIENCE (Households (000) & %)			6,550 10.9	10.4*			7,870 13.1		9,860 16.4	16.0*			17.6*		17.6*		15.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			17 10.4	17 *			20 11.6		26 15.4	24 *			25 *		26 *		24 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)			19,350 32.2				16,650 27.7		15,270 25.4		14,960 24.9		14,300 23.8				
	CBS TV			Gunsmoke				Here's Lucy		Mayberry R.F.D.		Doris Day Show		Carol Burnett Show				
	AVERAGE AUDIENCE (Households (000) & %)			15,390 25.6	24.3*			14,840 24.7		13,700 22.8		13,520 22.5		11,480 19.1	19.2*			19.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			41 23.3	41 *			37 26.6		33 22.3	35 *			30	29 *			31 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)			13,100 21.8		18,030 30.0				19,230 32.0								
	NBC TV			Red Skelton Show		Rowan & Martin Laugh-In				NBC Monday Night at the Movies "THE OTHER MAN" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)			11,180 18.6		13,640 22.7	21.0*			14,480 24.1	24.0*			24.1*		24.6*		23.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			31 17.7		34 19.5	32 *			36 *	35 *			35 *		38 *		39 *

TV HOUSEHOLDS USING TV		WK 1	WK 2	52.6	54.8	58.3	61.7	63.5	65.1	66.0	67.8	68.6	68.6	66.8	66.3	62.7	60.0	58.6	56.7
(See Def. 1)		WK 1	WK 2	53.7	56.1	58.4	61.6	64.3	65.8	65.9	67.8	68.7	69.9	69.1	68.8	66.0	64.1	62.4	59.7

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-77

(1) FOR REM. RATINGS, SEE OP. PAGES.

EVE. • MON. OCT. 19, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. OCT. 13, 1970

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)			16,830 28.0				19,590 32.6						20,790 34.6				
	ABC TV				Mod Squad					Movie of the Week "THE OLD MAN WHO CRIED WOLF"					Marcus Welby, M.D.			
	AVERAGE AUDIENCE (Households (000) & %)			13,580 22.6	21.6*			15,030 25.0	23.3*			24.8*		18,150 30.2	30.3*			30.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			36 20.8	36 *	23.2		36 *	23.4	24.6	25.0	26.8	26.9	52 29.7	51 *	30.9		53 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)			14,720 24.5				17,910 29.8				11,660 19.4		8,230 13.7				
	CBS TV				National Geographic "ZOOS OF THE WORLD"					Hee-Haw		To Rome with Love			60 Minutes (VARIOUS SUBJECTS)			
	AVERAGE AUDIENCE (Households (000) & %)			11,360 18.9	17.6*			14,060 23.4	22.5*			10,820 18.0		5,650 9.4	10.2*			8.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			30 17.2	30 *	19.5		31 *	22.4	24.0	24.7	18.3	17.6	16 11.0	17 *	9.3	8.5	15 *
W E K 1	TOTAL AUDIENCE (Households (000) & %)			13,940 23.2				11,660 19.4		13,880 23.1								
	NBC TV				Don Knotts Show				Julia		NBC Tuesday Night at the Movies "NIGHT OF THE FOLLOWING DAY" (9:00-11:00PM)							
	AVERAGE AUDIENCE (Households (000) & %)			9,440 15.7	14.1*			10,340 17.2		8,290 13.8	13.0*		14.2*		14.5*			13.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			25 13.4	24 *	17.0		27 *	17.7	22 13.4	19 *	14.0	21 *	15.0	24 *	13.7		24 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)			17,550 29.2				21,100 35.1						21,160 35.2				
	ABC TV				Mod Squad					Movie of the Week "WILD WOMEN"					Marcus Welby, M.D.			
	AVERAGE AUDIENCE (Households (000) & %)			14,660 24.4	23.5*			16,590 27.6	26.2*			27.5*		18,390 30.6	31.2*			30.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			37 22.9	37 *	25.2		38 *	26.9	27.1	27.8	29.6	28.8	52 31.2	52 *	30.6		53 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)			11,180 18.6		11,540 19.2		15,930 26.5				12,020 20.0		6,970 11.6				
	CBS TV				Beverly Hills	Green Acres			Hee-Haw		To Rome with Love			CBS News Hour "TELEVISION AND POLITICS"				
	AVERAGE AUDIENCE (Households (000) & %)			9,680 16.1		10,580 17.6		12,680 21.1	20.7*			10,640 17.7		4,630 7.7	8.6*			6.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			25 15.2	17.1	17.0		31 20.2	30 *	22.1	21.1	17.6	17.9	13 9.4	14 *	6.8		12 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)			12,920 21.5				10,400 17.3		13,460 22.4								
	NBC TV				Don Knotts Show				Julia		NBC Tuesday Night at the Movies "HOUSE OF CARDS" (9:00-11:00PM)							
	AVERAGE AUDIENCE (Households (000) & %)			9,380 15.6	15.1*			9,140 15.2		8,830 14.7	13.0*		13.9*		16.0*			16.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			24 15.0	24 *	16.0		24 *	15.4	23 13.0	19 *	12.9	21 *	15.8	27 *	16.4		28 *
TV HOUSEHOLDS USING TV WK 1		50.9	54.4	58.3	60.8	63.8	66.6	67.1	68.4	67.5	68.5	67.1	66.1	60.1	58.8	57.5	55.6	
(See Def. 1)		57.6	60.3	62.5	64.6	66.9	68.0	67.2	68.6	67.4	67.4	66.7	66.1	61.0	59.7	57.7	55.6	

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-77

EVE. • TUE. OCT. 20, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. OCT. 14, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	52.3	55.8	57.9	59.7	61.0	63.9	64.7	65.9	66.4	66.9	67.9	68.0	61.3	59.2	57.3	54.7
	WK 2	56.0	57.6	59.9	62.6	63.8	65.4	66.9	68.2	67.9	67.8	67.5	66.3	61.0	59.7	58.5	55.3

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-77

EVE. • WED. OCT. 21, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. OCT. 15, 1970

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)			9,560 15.9				11,900 19.8		10,100 16.8		8,770 14.6		8,470 14.1				
	ABC TV				Matt Lincoln			Bewitched		Barefoot in the Park		The Odd Couple			The Immortal			
	AVERAGE AUDIENCE (Households (000) & %)			6,490 10.8				10,700 17.8		8,830 14.7		7,990 13.3		6,670 11.1		11.8*		10.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			17 10.6		9.9* 9.2		18* 12.2		26 17.2		21 14.8		20 13.2		20* 11.9		19* 9.9
E K 2	TOTAL AUDIENCE (Households (000) & %)			13,640 22.7		19,170 31.9				21,160 35.2								
	CBS TV				Family Affair			Jim Nabor's Hour				CBS Thursday Night Movies® "ROBIN AND THE 7 HOODS" (9:00-11:20PM) (1)						
	AVERAGE AUDIENCE (Households (000) & %)			12,080 20.1		12,860 21.4				11,960 19.9						20.3*		18.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			32 19.2		32 20.9		30* 20.9		34* 22.2		30* 20.5		37* 22.4		35* 21.3		34* 18.9
W E K 2	TOTAL AUDIENCE (Households (000) & %)			22,180 36.9				19,770 32.9				12,860 21.4		14,960 24.9				
	NBC TV				Flip Wilson Show			Ironside				Nancy			Dean Martin Show			
	AVERAGE AUDIENCE (Households (000) & %)			17,310 28.8				15,570 25.9				11,180 18.6		11,840 19.7		20.1*		19.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			45 25.9		44* 29.1		46* 30.6		38 29.7		41* 27.2		35 27.0		34* 20.5		36* 18.7
W E K 3	TOTAL AUDIENCE (Households (000) & %)			10,280 17.1				11,360 18.9		8,470 14.1		9,380 15.6		9,200 15.3				
	ABC TV				Matt Lincoln			Bewitched		Barefoot in the Park		The Odd Couple			The Immortal			
	AVERAGE AUDIENCE (Households (000) & %)			7,690 12.8				10,280 17.1		7,630 12.7		8,170 13.6		7,270 12.1		12.7*		11.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			20 12.2		19* 11.8		21* 14.1		25 17.0		21 12.9		21 13.7		21* 12.6		21* 11.5
W E K 4	TOTAL AUDIENCE (Households (000) & %)			12,980 21.6		16,410 27.3				20,010 33.3								
	CBS TV				Family Affair			Jim Nabor's Hour				CBS Thursday Night Movies "THE BIGGEST BUNDLE OF THEM ALL" (9:00-11:00PM)						
	AVERAGE AUDIENCE (Households (000) & %)			11,600 19.3		11,660 19.4		18.2* 20.6*		20.9 20.9		20.7* 20.7*		23.7* 23.2		21.4* 20.2		17.9* 16.3
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			31 18.4		29 20.1		27* 18.9		31* 20.3		31* 20.9		37* 24.3		35* 22.6		32* 19.5
W E K 5	TOTAL AUDIENCE (Households (000) & %)			21,280 35.4				20,850 34.7				11,360 18.9		14,600 24.3				
	NBC TV				Flip Wilson Show			Ironside				Nancy			Dean Martin Show			
	AVERAGE AUDIENCE (Households (000) & %)			16,710 27.8				16,650 27.7				9,560 15.9		11,600 19.3		19.3*		19.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			43 25.2		42* 27.0		45* 29.5		40* 27.3		43* 28.7		25 28.2		32* 19.9		35* 19.7
TV HOUSEHOLDS USING TV		WK 1	53.1	56.6	61.0	63.9	65.3	66.7	67.3	68.0	66.8	66.9	63.2	62.0	59.5	57.8	55.1	52.3
(See Def. 1)		WK 2	55.3	57.2	61.3	64.0	65.7	67.1	67.5	67.5	66.7	66.7	64.4	63.0	61.7	60.0	57.4	53.0

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-77

(1) FOR REM. RATINGS, SEE OP PAGES.

EVE. • THU. OCT. 22, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. OCT. 16, 1970

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)			9,800 16.3		8,890 14.8		11,120 18.5		10,040 16.7		9,020 15.0		9,080 15.1				
	ABC TV			Brady Bunch		Nanny and the Professor		Partridge Family		That Girl		Love, American Style		← This Is Tom Jones →				
	AVERAGE AUDIENCE (Households (000) & %)			8,470 14.1		8,230 13.7		9,860 16.4		9,080 15.1		8,530 14.2		6,670 11.1		12.2*		10.0*
	SHARE OF AUDIENCE %			27		25		30		27		26		21		23 *		19 *
	AVG. AUD. BY ¼ HR. %			13.5	14.6	13.6	13.9	15.9	16.8	14.8	15.4	13.9	14.4	12.7	11.8	10.3		9.7
W E K 2	TOTAL AUDIENCE (Households (000) & %)			11,360 18.9				10,580 17.6		16,350 27.2								
	CBS TV			← The Interns →				The Headmaster		← CBS Friday Night Movies "STAY AWAY, JOE" (9:00-11:00PM) →								
	AVERAGE AUDIENCE (Households (000) & %)			8,530 14.2	14.0*		14.5*	15.5	9,320 15.5		10,340 17.2	15.9*		16.4*		18.6*		18.1*
	SHARE OF AUDIENCE %			27	27 *		27 *	28	32	29 *	32	29 *		30 *		34 *		35 *
	AVG. AUD. BY ¼ HR. %			13.5	14.4	14.5	14.5	15.5	15.4	15.7	16.1	16.2	16.6	18.7	18.6	18.7		17.4
W E K 1	TOTAL AUDIENCE (Households (000) & %)			13,340 22.2				15,030 25.0						11,360 18.9				
	NBC TV			← High Chaparral →				Name of the Game				← Bracken's World →						
	AVERAGE AUDIENCE (Households (000) & %)			10,580 17.6	16.6*		18.6*	18.2	18.6*		18.2*		17.6*	9,020 15.0		14.9*		15.1*
	SHARE OF AUDIENCE %			33	32 *		34 *	33	34 *		33 *		32 *	28	27 *		29 *	
	AVG. AUD. BY ¼ HR. %			15.8	17.4	18.4	18.8	18.7	18.6	18.5	18.0	17.9	17.4	14.8	15.0	15.2		15.0
W E K 2	TOTAL AUDIENCE (Households (000) & %)			10,520 17.5		10,520 17.5		11,840 19.7		10,760 17.9		9,320 15.5		9,380 15.6				
	ABC TV			Brady Bunch		Nanny and the Professor		Partridge Family		That Girl		Love, American Style		← This Is Tom Jones →				
	AVERAGE AUDIENCE (Households (000) & %)			9,260 15.4		9,620 16.0		10,520 17.5		9,380 15.6		8,410 14.0		6,550 10.9		11.5*		10.2*
	SHARE OF AUDIENCE %			29		28		30		27		25		21		22 *		20 *
	AVG. AUD. BY ¼ HR. %			14.8	16.0	15.6	16.5	17.1	17.9	15.8	15.5	14.1	13.8	11.2	11.8	10.8		9.7
W E K 1	TOTAL AUDIENCE (Households (000) & %)			11,780 19.6				11,780 19.6		17,550 29.2								
	CBS TV			← The Interns →				The Headmaster		← CBS Friday Night Movies "NOT WITH MY WIFE, YOU DON'T" (9:00-11:00PM) →								
	AVERAGE AUDIENCE (Households (000) & %)			8,770 14.6	13.8*		15.4*	16.8	10,100 16.8		11,120 18.5	17.6*		18.2*		19.3*		19.1*
	SHARE OF AUDIENCE %			27	26 *		27 *	29	34	31 *	34	31 *		33 *		37 *		38 *
	AVG. AUD. BY ¼ HR. %			13.4	14.2	15.2	15.6	15.6	18.0	17.6	17.6	18.4	17.9	19.3	19.3	19.6		18.7
W E K 2	TOTAL AUDIENCE (Households (000) & %)			12,860 21.4				15,330 25.5						9,740 16.2				
	NBC TV			← High Chaparral →				Name of the Game				← Bracken's World →						
	AVERAGE AUDIENCE (Households (000) & %)			9,920 16.5	15.6*		17.4*	16.3	9,800 16.3		17.9*	15.4*		15.6*	7,330 12.2		12.3*	
	SHARE OF AUDIENCE %			30	29 *		31 *	29	31 *	31 *	27 *		28 *	24	23 *		24 *	
	AVG. AUD. BY ¼ HR. %			15.3	15.9	16.8	17.9	19.1	16.8	15.2	15.6	15.6	15.6	15.6	12.3	12.2	12.2	12.2
TV HOUSEHOLDS USING TV		WK 1	45.9	49.1	50.5	53.0	54.1	54.6	54.3	54.9	55.7	55.6	54.7	54.7	54.7	52.9	53.7	52.9
(See Def. 1)		WK 2	47.1	50.1	52.7	54.7	55.5	56.9	57.1	57.9	57.6	56.9	55.7	55.1	52.9	52.8	51.9	49.1

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-77

EVE. • FRI. OCT. 23, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. OCT. 17, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,950 14.9		9,500 15.8		11,420 19.0						8,230 13.7				
AVERAGE AUDIENCE (Households (000) & %)			7,870 13.1		8,770 14.6		8,530 14.2						5,530 9.2				
SHARE OF AUDIENCE %			24		25		24						15				
AVG. AUD. BY ¼ HR. %			12.7	13.4	14.3	14.9	13.8	13.8	14.7	14.7	9.9	8.8	9.0		9.2		
Let's Make a Deal Newlywed Game ← Lawrence Welk Show → Most Deadly Game →																	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			14,060 23.4				12,620 21.0		11,540 19.2		12,260 20.4		15,150 25.2				
AVERAGE AUDIENCE (Households (000) & %)			10,460 17.4				11,600 19.3		10,340 17.2		11,120 18.5		12,200 20.3				
SHARE OF AUDIENCE %			31	16.7*		18.1*	31 *	32	28		31		35		19.3*		21.4*
AVG. AUD. BY ¼ HR. %			16.4	17.0		18.0	18.3	18.8	19.7	16.8	17.5	18.6	18.4	19.0	19.7	21.8	20.9
← Mission: Impossible → My Three Sons Arnie Mary Tyler Moore Show ← Mannix →																	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,000 23.3				14,120 23.5		22,300 37.1								
AVERAGE AUDIENCE (Households (000) & %)			10,220 17.0				12,860 21.4		14,660 24.4								
SHARE OF AUDIENCE %			30	16.5*		17.5*	30 *	36	43		23.8*		25.6*		24.8*		24.1*
AVG. AUD. BY ¼ HR. %			16.1	16.9		17.6	17.3	20.7	22.1	23.7	23.9	25.1	26.1	25.4	24.1	24.1	24.2
← Andy Williams Show → Adam 12 ← NBC Saturday Night at the Movies "THE RUSSIANS ARE COMING, THE RUSSIANS ARE COMING" (9:00-11:30PM) (1) →																	
1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,160 16.9		10,280 17.1		14,360 23.9						10,220 17.0				
AVERAGE AUDIENCE (Households (000) & %)			8,770 14.6		9,800 16.3		10,100 16.8						7,150 11.9				
SHARE OF AUDIENCE %			27		28		27		16.0*		17.6*		12.2*				11.5*
AVG. AUD. BY ¼ HR. %			13.6	15.6	16.1	16.5	15.8	16.2	17.3	18.0	12.9	11.5	11.4		11.6		
Let's Make a Deal Newlywed Game ← Lawrence Welk Show → Most Deadly Game →																	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			15,270 25.4				16,710 27.8		12,500 20.8		14,060 23.4		16,110 26.8				
AVERAGE AUDIENCE (Households (000) & %)			10,640 17.7				14,960 24.9		11,360 18.9		12,800 21.3		13,520 22.5				
SHARE OF AUDIENCE %			31	16.5*		19.0*	32 *	40	30		36		39		20.9*		24.1*
AVG. AUD. BY ¼ HR. %			16.6	16.4	18.0	19.9	24.9	25.0	19.1	18.8	21.0	21.7	20.1	21.8	24.2	23.9	
← Mission: Impossible → It's a Great Pumpkin® Arnie Mary Tyler Moore Show ← Mannix →																	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,420 24.0				11,540 19.2		18,510 30.8								
AVERAGE AUDIENCE (Households (000) & %)			10,460 17.4				10,280 17.1		12,080 20.1								
SHARE OF AUDIENCE %			31	16.4*		18.4*	31 *	27	34		21.1*		20.4*		19.8*		19.2*
AVG. AUD. BY ¼ HR. %			15.8	17.0	18.0	18.8	16.7	17.5	21.5	20.8	20.8	20.0	20.0	20.0	19.5	19.6	18.9
← Andy Williams Show → Goldilocks (Sun-Maid)® ← NBC Saturday Night at the Movies "THE AQUARIANS" (9:00-11:00PM) →																	
2																	
TV HOUSEHOLDS USING TV	47.8	50.6	53.5	55.3	57.1	58.1	59.5	60.8	61.5	62.3	61.0	60.1	59.0	57.9	56.7	55.5	
(See Def. 1)	48.1	50.8	52.7	55.8	58.0	60.3	61.7	62.9	62.5	61.9	59.9	57.9	57.1	58.1	57.4	55.8	

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page 8. (OP) Other Programs: See Pages 72-77

(1) FOR REM. RATINGS, SEE OP. PAGES.

EVE. • SAT. OCT. 24, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. OCT. 18, 1970

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E E K 1	ABC TV		TOTAL AUDIENCE (Households (000) & %)		12,380 20.6				19,650 32.7						20,070 33.4					
			AVERAGE AUDIENCE (Households (000) & %)		9,140 15.2				16,710 27.8						14,180 23.6					
			SHARE OF AUDIENCE %		28				44						41					
			AVG. AUD. BY ¼ HR. %		13.1				25.3						23.8					
			Young Rebels → The F.B.I. → ABC Sunday Night Movies "NEVADA SMITH" (9:00-11:30PM) (1)																	
W E E K 2	CBS TV		TOTAL AUDIENCE (Households (000) & %)		12,440 20.7		11,180 18.6		13,880 23.1						14,180 23.6			9,740 16.2		
			AVERAGE AUDIENCE (Households (000) & %)		10,700 17.8		9,800 16.3		10,160 16.9		15,600 25.8*		11,600 19.3		19.3*		6,910 11.5			
			SHARE OF AUDIENCE %		34		29		26		25*		29		29*		20			
			AVG. AUD. BY ¼ HR. %		17.0		18.6		16.6		16.3		18.0		18.2		19.4		10.6	
			Lassie → Hogan's Heroes → Ed Sullivan Show → Glen Campbell Hour → Tim Conway Hour																	
W E E K 1	NBC TV		TOTAL AUDIENCE (Households (000) & %)		7,150 11.9		14,600 24.3				10,940 18.2				15,570 25.9			12,200 20.3		
			AVERAGE AUDIENCE (Households (000) & %)		5,950 9.9		10,580 17.6				9,920 16.5				12,920 21.5			9,860 16.4		
			SHARE OF AUDIENCE %		19		30				25				33			29		
			AVG. AUD. BY ¼ HR. %		10.1		9.7				16.1				20.7			16.7		
			Canadian Crisis (Gulf Oil Corp.) → Wonderful World of Disney "THE WACKY ZOO OF MORGAN CITY" PART I (Co-sponsor) → Bill Cosby Show (P & G) → Bonanza → Bold Ones																	
W E E K 2	ABC TV		TOTAL AUDIENCE (Households (000) & %)		11,600 19.3				17,790 29.6						17,010 28.3					
			AVERAGE AUDIENCE (Households (000) & %)		8,650 14.4				15,150 25.2						12,440 20.7					
			SHARE OF AUDIENCE %		23				39						35					
			AVG. AUD. BY ¼ HR. %		12.8				22.9						21.5					
			Young Rebels → The F.B.I. → ABC Sunday Night Movies "THE LONG RIDE HOME" (9:00-10:30PM) → ABC Weekend News (2)																	
W E E K 1	CBS TV		TOTAL AUDIENCE (Households (000) & %)		14,180 23.6		11,300 18.8		14,000 23.3						13,880 23.1			10,400 17.3		
			AVERAGE AUDIENCE (Households (000) & %)		12,680 21.1		9,980 16.6		10,220 17.0		15,600 24*		10,820 18.0		18.1*		7,210 12.0			
			SHARE OF AUDIENCE %		35		26		26		24*		28		29*		22			
			AVG. AUD. BY ¼ HR. %		20.6		21.6		16.4		15.3		18.4		18.0		12.8		11.4	
			Lassie → Hogan's Heroes → Ed Sullivan Show → Glen Campbell Hour → Tim Conway Hour																	
W E E K 2	NBC TV		TOTAL AUDIENCE (Households (000) & %)		11,180 18.6		17,970 29.9				11,240 18.7				15,570 25.9			14,600 24.3		
			AVERAGE AUDIENCE (Households (000) & %)		9,260 15.4		13,820 23.0				10,400 17.3				12,860 21.4			11,300 18.8		
			SHARE OF AUDIENCE %		26		36				27				34			35		
			AVG. AUD. BY ¼ HR. %		14.1		16.6				17.3				20.0			18.6		
			Wild Kingdom® (Mutual of Omaha) → Wonderful World of Disney "THE WACKY ZOO OF MORGAN CITY" PART II (Gulf Oil Corp.) → Bill Cosby Show (P & G) → Bonanza → Bold Ones																	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1) WK 2																				
50.8 53.5 55.7 58.0 61.4 63.0 65.1 66.3 66.2 66.4 65.7 64.3 58.3 57.6 55.6 53.7 53.7 46.7																				

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-77

(1) FOR REM. RATINGS, SEE OP. PAGES. (2) FOR RATINGS, SEE OP. PAGES.

EVE. • SUN. OCT. 25, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. OCT. 26, 1970

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			10,100 16.8				8,590 14.3		19,530 32.5								
		AVERAGE AUDIENCE (Households (000) & %)			7,570 12.6				7,570 12.6		13,040 21.7								
		SHARE OF AUDIENCE %			19	12.5*			19		21.6*								
		AVG. AUD. BY ¼ HR. %			12.3	12.6	12.7	12.8	12.2	13.0	20.7	22.5	23.1	23.4	23.4	22.0	22.0	21.8	
CBS TV	TOTAL AUDIENCE (Households (000) & %)			21,160 35.2					17,850 29.7		14,660 24.4		12,740 21.2		13,040 21.7				
	AVERAGE AUDIENCE (Households (000) & %)			17,610 29.3					16,290 27.1		13,340 22.2		11,540 19.2		9,800 16.3				
	SHARE OF AUDIENCE %			44	28.1*				45		33		29		28				
	AVG. AUD. BY ¼ HR. %			27.5	28.7	30.9	30.3	26.8	27.4	22.3	22.1	19.5	18.9	17.8	16.8	15.7	15.2		
NBC TV	TOTAL AUDIENCE (Households (000) & %)			13,940 23.2			18,630 31.0				15,510 25.8								
	AVERAGE AUDIENCE (Households (000) & %)			11,780 19.6			14,000 23.3				10,460 17.4								
	SHARE OF AUDIENCE %			30	21.1*		34				28								
	AVG. AUD. BY ¼ HR. %			18.7	20.4	20.5	21.8	25.7	25.2	18.9	17.7	18.3	18.0	17.5	16.9	16.6	15.8		
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)			11,720 19.5				3,310 5.5	3,190 5.3	17,610 29.3								
		AVERAGE AUDIENCE (Households (000) & %)			8,590 14.3				3,550 5.9	3,070 5.1		10,460 17.4							
		SHARE OF AUDIENCE %			22	14.1*		22	9	8		30							
		AVG. AUD. BY ¼ HR. %			13.5	14.6	14.7	14.4	5.9	5.1	15.5	17.9	19.5	20.0	19.9	17.7	17.4	17.2	
CBS TV	TOTAL AUDIENCE (Households (000) & %)			22,600 37.6					16,950 28.2		8,890 14.8	7,450 12.4	8,470 14.1		12,320 20.5				
	AVERAGE AUDIENCE (Households (000) & %)			18,030 30.0					15,150 25.2		8,770 14.6	7,210 12.0	7,390 12.3		9,860 16.4				
	SHARE OF AUDIENCE %			46	29.3*		46	38		22	19	19		28					
	AVG. AUD. BY ¼ HR. %			28.2	30.4	30.5	31.0	24.6	25.8	14.6	12.0	11.6	13.1	16.0	17.7	16.6	15.1		
NBC TV	TOTAL AUDIENCE (Households (000) & %)			7,150 11.9	6,670 11.1	18,090 30.1					18,990 31.6								
	AVERAGE AUDIENCE (Households (000) & %)			6,970 11.6	6,610 11.0	12,080 20.1					11,840 19.7								
	SHARE OF AUDIENCE %			18	17	24					32								
	AVG. AUD. BY ¼ HR. %			11.6	11.0	15.2	17.4	23.5	24.4	22.2	22.3	21.1	19.3	19.2	18.8	18.3	16.2		
TV HOUSEHOLDS USING TV			WK 1	60.2	63.0	64.2	66.1	68.2	68.5	68.4	68.6	67.8	68.0	66.1	65.2	62.6	59.4	57.4	55.1
(See Def. 1)			WK 2	61.7	62.6	63.5	64.6	66.4	68.2	66.8	67.4	66.1	64.1	63.6	62.6	61.7	60.2	58.2	53.9

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-77

(1) FOR REM. RATINGS, SEE OP. PAGES.

EVE. • MON. NOV. 2, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • TUE. NOV. 27, 1970

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			17,130 28.5				20,430 34.0						18,690 31.1				
		AVERAGE AUDIENCE (Households (000) & %)			14,660 24.4	23.3*			15,330 25.5	25.1*			25.2*		26.3*	16,590 27.6	27.9*		27.4*
		SHARE OF AUDIENCE %			36	36 *			37 *	38	37 *		38 *		41 *	48	47 *		50 *
		AVG. AUD. BY ¼ HR. %			22.8	23.8	25.1	26.1	25.3	24.9	25.2	25.2	26.5	26.1	27.4	28.4	28.1		26.6
WEEK 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)			11,840 19.7		10,940 18.2		16,110 26.8				10,100 16.8		8,530 14.2				
		AVERAGE AUDIENCE (Households (000) & %)			10,280 17.1		10,280 17.1		12,320 20.5	20.3*			9,260 15.4		6,190 10.3	11.4*			9.2*
		SHARE OF AUDIENCE %			26		25		30	30 *			31 *		18	19 *			17 *
		AVG. AUD. BY ¼ HR. %			16.5	17.8	16.9	17.4	20.1	20.6	20.8	20.7	15.7	15.2	12.1	10.6	9.5		8.9
WEEK 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)			12,080 20.1				11,060 18.4		14,480 24.1								
		AVERAGE AUDIENCE (Households (000) & %)			9,500 15.8	15.2*			9,680 16.1		9,740 16.2	14.8*			16.3*		17.6*		15.9*
		SHARE OF AUDIENCE %			24	23 *			24 *	23	26	22 *			25 *		30 *		29 *
		AVG. AUD. BY ¼ HR. %			14.8	15.7	16.5	16.2	16.0	16.2	16.5	15.1	16.1	16.5	18.0	17.2	16.8		15.1
WEEK 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)			17,670 29.4				10,280 17.1		7,630 12.7		7,150 11.9		7,150 11.9		5,890 9.8		
		AVERAGE AUDIENCE (Households (000) & %)			14,720 24.5	23.4*			9,560 15.9		6,790 11.3		6,430 10.7		6,490 10.8		5,770 9.6		
		SHARE OF AUDIENCE %			37	36 *			38 *	24	17		17		18		17		
		AVG. AUD. BY ¼ HR. %			22.1	24.6	25.7	25.6	16.3	14.8	11.8	10.6	10.8	10.4	10.9	10.8	9.6		9.6
WEEK 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)	12,080 20.1		11,960 19.9		10,700 17.8		12,500 20.8		12,320 20.5		12,500 20.8		10,820 18.0		11,120 18.5		
		AVERAGE AUDIENCE (Households (000) & %)	10,820 18.0		10,460 17.4		9,380 15.6		11,420 19.0		11,180 18.6		11,420 19.0		10,040 16.7		10,100 16.8		
		SHARE OF AUDIENCE %	31		28		24		29		29		30		28		30		
		AVG. AUD. BY ¼ HR. %	17.9	18.0	18.1	16.3	15.6	15.6	19.0	19.0	18.6	18.7	19.0	18.9	16.6	16.7	16.9		16.5
WEEK 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)	5,830 9.7		8,530 14.2		8,410 14.0		9,440 15.7		9,260 15.4		10,220 17.0		9,680 16.1		9,380 15.6		
		AVERAGE AUDIENCE (Households (000) & %)	4,990 8.3		7,270 12.1		7,390 12.3		8,470 14.1		8,290 13.8		9,140 15.2		8,890 14.8		8,050 13.4		
		SHARE OF AUDIENCE %	14		20		19		22		21		24		24		24		
		AVG. AUD. BY ¼ HR. %	8.4	8.2	12.1	12.2	12.2	12.4	13.9	14.5	13.8	13.9	15.5	14.7	15.0	14.4	14.0		12.5
TV HOUSEHOLDS USING TV			WK 1	60.0	62.3	64.4	66.7	68.1	68.7	68.9	68.3	66.7	66.8	65.3	64.2	59.7	58.2	56.9	53.2
(See Def. 1)			WK 2	60.8	62.4	64.7	65.5	66.5	67.3	67.0	67.6	66.0	64.6	64.3	63.1	60.2	57.8	54.3	50.4

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page 8. (OP) Other Programs: See Pages 72-77

STATION FACILITIES REDUCED BY NETWORK PRE-EMPTION (SEE DEF. 140.)

EVE • TUE. NOV. 3, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. 28, 1970

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)		12,200 20.3		11,840 19.7		12,080 20.1		13,340 22.2				7,630 12.7				
		AVERAGE AUDIENCE (Households (000) & %)																
		SHARE OF AUDIENCE %																
		AVG. AUD. BY ¼ HR. %																
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)		12,740 21.2				10,880 18.1		18,930 31.5				17,610 29.3				
		AVERAGE AUDIENCE (Households (000) & %)																
		SHARE OF AUDIENCE %																
		AVG. AUD. BY ¼ HR. %																
W E K 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)		17,190 28.6						9,920 16.5				10,460 17.4				
		AVERAGE AUDIENCE (Households (000) & %)																
		SHARE OF AUDIENCE %																
		AVG. AUD. BY ¼ HR. %																
W E K 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)		12,560 20.9		11,540 19.2		13,940 23.2		12,860 21.6				8,710 14.5				
		AVERAGE AUDIENCE (Households (000) & %)																
		SHARE OF AUDIENCE %																
		AVG. AUD. BY ¼ HR. %																
W E K 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)		12,380 20.6				7,570 12.6		15,510 25.8				15,810 26.3				
		AVERAGE AUDIENCE (Households (000) & %)																
		SHARE OF AUDIENCE %																
		AVG. AUD. BY ¼ HR. %																
W E K 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)		21,400 35.6						16,530 27.5				12,080 20.1				
		AVERAGE AUDIENCE (Households (000) & %)																
		SHARE OF AUDIENCE %																
		AVG. AUD. BY ¼ HR. %																
TV HOUSEHOLDS USING TV		WK 1	58.3	60.1	60.2	62.5	63.7	64.6	63.8	64.6	63.7	64.2	63.9	62.7	58.8	57.6	55.3	51.9
(See Def. 1)		WK 2	63.4	65.7	66.1	67.1	67.4	68.1	68.3	68.6	67.4	67.8	67.1	65.8	59.7	57.9	56.8	54.1

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-77

EVE. • WED. NOV. 4, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • THU. OCT. 29, 1970

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)			9,140 15.2				9,680 16.1		8,290 13.8		7,690 12.8		7,570 12.6				
	ABC TV					Matt Lincoln		Bewitched		Barefoot in the Park		The Odd Couple		The Immortal				
	AVERAGE AUDIENCE (Households (000) & %)			6,490 10.8				8,710 14.5		7,570 12.6		7,030 11.7		5,530 9.2				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			17 10.9	10.3* 9.8		11.2* 11.4	18* 22		19 12.3		19 12.1	11.3	17 9.5	9.1* 8.8		9.2* 9.5	
W E K 2	TOTAL AUDIENCE (Households (000) & %)			14,000 23.3		17,550 29.2				18,870 31.4								
	CBS TV			Family Affair		Jim Nabor's Hour								CBS Thursday Night Movies "HEAVEN WITH A GUN" (9:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)			12,620 21.0		12,260 20.4				14,060 23.4								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			34 20.5		32 19.2	19.3* 19.4	30* 21.7		33* 21.4	40 20.4	33* 21.9	25.3* 25.2	41* 25.4	25.2* 25.4	44* 24.9	22.0* 24.3	42* 19.7
W E K 1	TOTAL AUDIENCE (Households (000) & %)			20,190 33.6				17,370 28.9				10,940 18.2		13,460 22.4				
	NBC TV					Flip Wilson Show		Ironside				Nancy		Dean Martin Show				
	AVERAGE AUDIENCE (Households (000) & %)			15,750 26.2				13,460 22.4				9,620 16.0		10,640 17.7				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			42 26.2	25.0* 25.9		27.4* 27.7	33* 21.9		34* 22.1		35* 22.3	26 16.3	32 17.7	31* 18.8		33* 17.4	
W E K 2	TOTAL AUDIENCE (Households (000) & %)			10,400 17.3				11,300 18.8		9,140 15.2		8,410 14.0		8,230 13.7				
	ABC TV					Matt Lincoln		Bewitched		Barefoot in the Park		The Odd Couple		The Immortal				
	AVERAGE AUDIENCE (Households (000) & %)			8,350 13.9	12.9* 12.9		15.0* 15.0	17.2 17.2		8,050 13.4		7,570 12.6		6,490 10.8	11.1* 11.1		10.5* 10.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			21 12.6	20* 13.1		22* 15.2	24 17.1		19 13.5	13.2	19 12.6	12.6	19 11.2	18* 10.9		19* 10.9	
W E K 2	TOTAL AUDIENCE (Households (000) & %)			13,400 22.3		18,210 30.3				18,870 31.4								
	CBS TV			Family Affair		Jim Nabor's Hour								CBS Thursday Night Movies "THE SHUTTERED ROOM" (9:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)			11,960 19.9		12,740 21.2				13,580 22.6								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			30 19.2		30 20.7	19.7* 19.4	28* 20.0		32* 22.7	36 19.4	29* 20.8	24.5* 24.7	36* 24.2	24.2* 24.6	39* 23.9	21.7* 23.4	39* 19.9
W E K 2	TOTAL AUDIENCE (Households (000) & %)			21,880 36.4				20,130 33.5				13,700 22.8		15,330 25.5				
	NBC TV					Flip Wilson Show		Ironside				Nancy		Dean Martin Show				
	AVERAGE AUDIENCE (Households (000) & %)			17,310 28.8	28.1* 28.1		29.5* 29.5	26.3 26.3		25.1* 25.1		12,440 20.7		11,960 19.9	20.6* 20.6		19.1* 19.1	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			42 27.3	43* 28.8		42* 29.2	38 24.8		36* 25.5		40* 27.3	31 20.9	34 20.8	34* 20.4		35* 19.7	
TV HOUSEHOLDS USING TV		WK 1	57.2	59.0	61.1	62.1	63.3	63.9	64.2	65.3	64.8	65.0	62.4	60.9	58.3	56.9	54.5	49.9
(See Def. 1)		WK 2	60.7	62.9	65.2	67.1	68.9	70.1	70.1	71.0	69.6	69.6	67.9	66.8	62.6	60.0	57.6	52.4

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page 8.

(OP) Other Programs: See Pages 72-77

EVE • THU. NOV. 5, 1970

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • FRI. OCT. 30, 1970

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			10,040 16.7		9,860 16.4		11,480 19.1		11,000 18.3		10,340 17.2		11,120 18.5				
	ABC TV			Brady Bunch		Nanny and the Professor		Partridge Family		That Girl		Love, American Style		This Is Tom Jones				
	AVERAGE AUDIENCE (Households (000) & %)			8,650 14.4		8,950 14.9		10,580 17.6		9,920 16.5		9,320 15.5		8,050 13.4		14.0*		12.7*
	SHARE OF AUDIENCE %			26		26		30		28		26		25		25 *		25 *
	AVG. AUD. BY ¼ HR. %			14.1	14.8	14.5	15.4	17.1	18.0	16.0	17.0	15.4	15.6	14.6	13.5	12.8	12.6	
2	TOTAL AUDIENCE (Households (000) & %)			11,720 19.5				10,820 18.0		15,450 25.7								
	CBS TV			The Interns				The Headmaster			CBS Friday Night Movies "WARNING SHOT" (9:00-11:00PM)							
	AVERAGE AUDIENCE (Households (000) & %)			9,020 15.0	14.2*		15.8*	16.3		9,980 16.6	15.1*		15.5*		18.1*		17.5*	
	SHARE OF AUDIENCE %			27	26 *		27 *	28		30	26 *		26 *		33 *		34 *	
	AVG. AUD. BY ¼ HR. %			14.1	14.2	15.3	16.4	16.5	16.1	15.0	15.2	15.6	15.4	17.6	18.6	19.2	15.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			14,900 24.8				16,950 28.2						10,160 16.9				
	NBC TV			High Chaparral				Name of the Game				Bracken's World						
	AVERAGE AUDIENCE (Households (000) & %)			11,420 19.0	18.6*		19.4*	20.2	19.6*	20.3*	20.3*	20.7*	20.7*	7,870 13.1	13.2*		13.0*	
	SHARE OF AUDIENCE %			34	34 *		34 *	35	34 *	35	35 *	35 *	35 *	25	24 *		25 *	
	AVG. AUD. BY ¼ HR. %			18.2	19.0	19.6	19.3	19.6	19.6	20.3	20.4	20.9	20.5	13.7	12.9	12.6	13.3	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)			11,660 19.4		10,640 17.7		12,800 21.3		11,900 19.8		11,180 18.6		9,680 16.1				
	ABC TV			Brady Bunch		Nanny and the Professor		Partridge Family		That Girl		Love, American Style		This Is Tom Jones				
	AVERAGE AUDIENCE (Households (000) & %)			10,280 17.1		9,980 16.6		11,600 19.3		10,760 17.9		10,040 16.7		7,030 11.7	12.5*		10.9*	
	SHARE OF AUDIENCE %			31		29		34		31		29		22	23 *		21 *	
	AVG. AUD. BY ¼ HR. %			16.5	17.8	16.4	16.9	19.0	19.6	18.0	17.7	16.5	16.9	13.1	12.0	11.5	10.4	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)			10,640 17.7				10,220 17.0		15,870 26.4								
	CBS TV			The Interns				The Headmaster			CBS Friday Night Movies® "ONE-EYED JACKS" (9:00-11:30PM)(1)							
	AVERAGE AUDIENCE (Households (000) & %)			8,710 14.5	14.3*		14.7*	15.5		9,920 16.5	13.7*		15.0*		17.5*		18.2*	
	SHARE OF AUDIENCE %			25	26 *		25 *	27		31	24 *		26 *		32 *		34 *	
	AVG. AUD. BY ¼ HR. %			14.2	14.5	15.0	14.5	15.0	15.9	13.4	14.0	15.1	15.0	17.3	17.8	18.1	18.4	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)			13,100 21.8				15,270 25.4						10,400 17.3				
	NBC TV			High Chaparral				Name of the Game				Bracken's World						
	AVERAGE AUDIENCE (Households (000) & %)			11,120 18.5	17.9*		19.1*	17.9	17.7*	17.7*		18.2*		8,290 13.8	13.9*		13.7*	
	SHARE OF AUDIENCE %			33	32 *		33 *	31	31 *	31 *		32 *		26	26 *		26 *	
	AVG. AUD. BY ¼ HR. %			17.4	18.3	19.1	19.0	17.9	17.6	17.7	17.7	18.3	18.0	14.2	13.6	13.7	13.6	
TV HOUSEHOLDS USING TV WK 1		52.3	53.6	54.3	55.4	57.0	58.3	57.9	58.6	57.5	59.0	59.1	59.0	55.7	54.4	53.2	49.9	
(See Def. 1) WK 2		51.5	54.5	55.6	56.3	57.6	58.0	56.8	57.8	57.8	58.2	57.4	57.3	55.0	53.8	53.5	52.1	

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-77

(1) FOR REM, RATINGS, SEE OP PAGES.

EVE. • FRI. NOV. 6, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. OCT. 31, 1970

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)				9,920 16.5		9,680 16.1		12,560 20.9				6,970 11.6						
ABC TV		ABC Wide World of Sports (6:00-7:30PM) (1)		Let's Make a Deal		Newlywed Game		Lawrence Welk Show				Most Deadly Game						
AVERAGE AUDIENCE (Households (000) & %)				8,590 17.1*		8,650 14.4		9,680 16.1		16.0*		5,110 8.5		8.9*		8.1*		
SHARE OF AUDIENCE %				34 *		25		27		27 *		27 *		15 *		14 *		
AVG. AUD. BY ¼ HR. %		16.7	17.5	13.9	14.6	13.8	15.0	15.9	16.1	16.5	16.0	9.1	8.7			7.7		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			12,980 21.6				10,820 18.0		8,830 14.7		10,040 16.7		11,120 18.5				
	CBS TV			Mission: Impossible				My Three Sons		Arnie		Mary Tyler Moore Show		Mannix				
	AVERAGE AUDIENCE (Households (000) & %)			10,520 17.5		17.3*		9,860 16.4		7,150 11.9		8,770 14.6		8,470 14.1		13.4*		14.8*
	SHARE OF AUDIENCE %			31		31 *		31 *		20		25		26		24 *		28 *
AVG. AUD. BY ¼ HR. %				17.1		17.6		17.9		16.4		12.1		14.8		13.3		15.0
1	TOTAL AUDIENCE (Households (000) & %)			13,460 22.4				13,940 23.2		23,200 38.6								
	NBC TV			Andy Williams Show				Adam 12		NBC Saturday Night at the Movies "THE WAR WAGON" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)			9,920 16.5		15.9*		12,800 21.3		18,030 30.0		27.3*		31.3*		31.5*		29.9*
	SHARE OF AUDIENCE %			29		29 *		30 *		53		45 *		54 *		56 *		56 *
AVG. AUD. BY ¼ HR. %				15.9		16.0		17.0		22.0		26.2		31.0		31.4		30.6
WEEK 2	TOTAL AUDIENCE (Households (000) & %)			11,300 18.8		12,260 20.4		13,460 22.4				9,560 15.9						
	ABC TV	(2)		Let's Make a Deal (OP)		Newlywed Game		Lawrence Welk Show				Most Deadly Game						
	AVERAGE AUDIENCE (Households (000) & %)			9,320 15.5		11,180 18.6		10,160 16.9		16.9*		7,210 12.0		12.3*		11.6*		
	SHARE OF AUDIENCE %			27		31		28		28 *		28 *		21 *		21 *		
AVG. AUD. BY ¼ HR. %				13.5		17.5		17.9		16.4		16.7		12.5		11.8		11.3
WEEK 3	TOTAL AUDIENCE (Households (000) & %)			14,780 24.6				14,240 23.7		12,860 21.4		14,300 23.8		15,090 25.1				
	CBS TV			Mission: Impossible				My Three Sons		Arnie		Mary Tyler Moore Show		Mannix				
	AVERAGE AUDIENCE (Households (000) & %)			11,720 19.5		18.7*		13,100 20.4*		11,900 19.8		13,100 21.8		12,680 21.1		20.4*		21.8*
	SHARE OF AUDIENCE %			33		33 *		34 *		33		38		39		37 *		41 *
AVG. AUD. BY ¼ HR. %				18.2		19.2		20.2		22.6		19.9		22.0		20.1		21.7
2	TOTAL AUDIENCE (Households (000) & %)			12,800 21.3				12,500 20.8		17,490 29.1								
	NBC TV			Andy Williams Show				Adam 12		NBC Saturday Night at the Movies "TRIPLE CROSS" (9:00-11:30PM) (3)								
	AVERAGE AUDIENCE (Households (000) & %)			9,260 15.4		15.3*		11,180 18.6		10,580 17.6		18.1*		18.0*		17.7*		17.3*
	SHARE OF AUDIENCE %			26		27 *		26 *		32		30 *		31 *		32 *		33 *
AVG. AUD. BY ¼ HR. %				15.1		15.5		15.7		18.3		17.9		18.2		17.9		17.4
TV HOUSEHOLDS USING TV WK 1		51.5	52.8	54.8	56.1	56.5	57.9	59.0	59.9	59.8	60.4	58.3	58.0	57.1	55.6	54.3	53.1	
(See Def. 1)		52.9	54.6	56.3	58.0	59.8	61.0	60.7	61.3	60.4	59.8	57.7	56.9	55.3	55.1	53.4	51.7	

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-77

(1) FOR RATINGS, SEE PAGE 48. (2) NCAA FOOTBALL GAME, FOR RATINGS, SEE PAGE 49 & FOR REM. RATINGS, SEE OP. PAGES.

(3) FOR REM. RATINGS, SEE OP. PAGES.

EVE. • SAT. NOV. 7, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. NOV. 1, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W	ABC TV TOTAL AUDIENCE (Households (000) & %) { 10,460 17.4 AVERAGE AUDIENCE (Households (000) & %) { 7,570 12.6 SHARE OF AUDIENCE % 21 AVG. AUD. BY ¼ HR. % 11.4 Young Rebels → The F.B.I. → ABC Sunday Night Movies "THE WORLD OF SUZIE WONG" (9:00-11:35PM)(1)																
E	CBS TV TOTAL AUDIENCE (Households (000) & %) { 13,820 23.0 AVERAGE AUDIENCE (Households (000) & %) { 12,020 20.0 SHARE OF AUDIENCE % 34 AVG. AUD. BY ¼ HR. % 19.2 Lassie → Hogan's Heroes → Ed Sullivan Show → Glenn Campbell Hour → Tim Conway Hour																
K	NBC TV TOTAL AUDIENCE (Households (000) & %) { 10,940 18.2 AVERAGE AUDIENCE (Households (000) & %) { 9,680 16.1 SHARE OF AUDIENCE % 28 AVG. AUD. BY ¼ HR. % 15.4 Wild Kingdom (Mutual of Omaha) → Wonderful World of Disney "SNOW BEAR" PART I (Co-sponsor) → Bill Cosby Show (P & G) → Bonanza → Bold Ones																
1	ABC TV TOTAL AUDIENCE (Households (000) & %) { 12,260 20.4 AVERAGE AUDIENCE (Households (000) & %) { 8,830 14.7 SHARE OF AUDIENCE % 23 AVG. AUD. BY ¼ HR. % 12.7 Young Rebels → The F.B.I. → ABC Sunday Night Movies "THE SONS OF KATIE ELDER" (9:00-11:30PM)(1)																
W	CBS TV TOTAL AUDIENCE (Households (000) & %) { 13,220 22.0 AVERAGE AUDIENCE (Households (000) & %) { 11,540 19.2 SHARE OF AUDIENCE % 31 AVG. AUD. BY ¼ HR. % 19.0 Lassie → Hogan's Heroes → Ed Sullivan Show → Glenn Campbell Hour → Tim Conway Hour																
E	NBC TV TOTAL AUDIENCE (Households (000) & %) { 11,240 18.7 AVERAGE AUDIENCE (Households (000) & %) { 9,920 16.5 SHARE OF AUDIENCE % 27 AVG. AUD. BY ¼ HR. % 16.0 Wild Kingdom (Mutual of Omaha) → Wonderful World of Disney "SNOW BEAR" PART II (Gulf Oil Corp.) → Bill Cosby Show (P & G) → Bonanza → Bold Ones																
K	TV HOUSEHOLDS USING TV WK 1 WK 2 (See Def. 1) 57.0 60.5 59.1 62.6 61.3 64.8 63.0 66.1 65.3 67.8 66.6 69.7 67.5 69.6 68.9 69.6 69.9 69.0 66.9 66.4 60.7 61.0 59.0 58.3 56.9 57.2 53.7 53.6																

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-77

(1) FOR R.M. RATINGS, SEE OP. PAGES.

EVE. • SUN. NOV. 8, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • MON. NOV. 9, 1970

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			10,460 17.4				8,830 14.7		18,270 30.4								
	ABC TV			Young Lawyers				Silent Force		ABC NFL Football Game (BALTIMORE VS GREEN BAY, 9:00-11:45PM) (1)								
	AVERAGE AUDIENCE (Households (000) & %)			8,230 13.7	13.7*			8,290 13.8		12,020 20.0	20.9*		22.3*		21.1*		19.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			21 13.8	21*	13.7	20*	21 13.0	14.6	33 20.5	30*	21.3	32*	22.4	32*	20.7	31*	19.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			20,430 34.0				16,650 27.7		14,120 23.5		12,440 20.7		13,940 23.2				
	CBS TV			Gunsmoke				Here's Lucy		Mayberry R.F.D.		Doris Day Show		Carol Burnett Show				
	AVERAGE AUDIENCE (Households (000) & %)			16,770 27.9	27.2*			15,210 25.3		13,040 21.7		11,300 18.8		11,180 18.6	19.0*		18.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			41 27.1	41*	29.1	42*	36 25.2	25.4	32 21.8	28 21.5	28 18.9	30 18.8	30 18.7	30*	31*	31*	17.5
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			13,220 22.0		17,970 29.9				17,730 29.5								
	NBC TV			Red Skelton Show		Rowan & Martin Laugh-In				NBC Monday Night at the Movies "SERGEANTS THREE" (9:00-11:15PM) (1)								
	AVERAGE AUDIENCE (Households (000) & %)			11,360 18.9		13,460 22.4		20.2*		11,420 19.0								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			28 17.9		32 19.9		29*		30 19.5		28*		30*		30*		31*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			11,000 18.3				8,650 14.4		18,690 31.1								
	ABC TV			Young Lawyers				Silent Force		ABC NFL Football Game (ST. LOUIS VS DALLAS, 9:00-12:10AM) (1)								
	AVERAGE AUDIENCE (Households (000) & %)			8,710 14.5	14.2*			7,750 12.9		11,420 19.0	18.2*		20.6*		21.8*		18.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			22 14.0	22*	15.1	22*	19 12.6	13.2	32 18.0	26*	20.0	29*	21.2	32*	18.8	30*	18.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			18,390 30.6				17,430 29.0		14,000 23.3		11,540 19.2		11,240 18.7				
	CBS TV			Gunsmoke				Here's Lucy		Mayberry R.F.D.		Doris Day Show		Carol Burnett Show				
	AVERAGE AUDIENCE (Households (000) & %)			15,270 25.4	24.8*			16,230 27.0		12,680 21.1		10,400 17.3		8,470 14.1	14.7*		13.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			39 24.0	39*	26.2	39*	39 25.8	27.4	30 21.2	25 21.0	25 17.8	22 16.8	22 15.3	22*	14.1	23*	13.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			12,740 21.2		16,950 28.2				21,760 36.2				19,950 33.2				
	NBC TV			Red Skelton Show		Rowan & Martin Laugh-In				Chrysler Presents The Bob Hope Show (Chrysler)				Timex Presents Jack Benny's 20th TV Anniversary (U.S. Time Corp.)				
	AVERAGE AUDIENCE (Households (000) & %)			10,760 17.9		12,680 21.1		19.7*		18,090 30.1	28.9*		31.3*	16,590 27.6	28.8*		26.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			28 17.3		31 18.9		29*		42 27.8	41*	31.4	44*	44*	44*	27.3	44*	25.3
TV HOUSEHOLDS USING TV WK 1		61.6	63.8	66.0	67.7	68.5	68.9	69.1	70.0	69.1	68.5	67.8	67.2	64.5	62.8	59.9	56.5	
(See Def. 1) WK 2		60.1	61.2	63.4	65.4	66.5	67.8	68.2	70.2	71.1	71.5	70.7	70.2	67.4	64.7	61.4	58.7	

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 78-85

(1) FOR REM. RATINGS, SEE OP. PAGES.

EVE • MON. NOV. 16, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. NOV. 10, 1970

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			16,410 27.3				22,180 36.9						22,660 37.7				
	ABC TV			Mod Squad				Movie of the Week "TRIBES"				Marcus Welby, M.D.						
	AVERAGE AUDIENCE (Households (000) & %)			14,060 23.4	22.1*			18,270 30.4	28.4*					32.4* 50*	19,170 31.9	32.8* 54*		31.0* 54*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %			36 21.5	35* 22.6		24.8* 24.0	37* 25.5	45 28.1	41* 28.7	30.4* 30.6	45* 30.3	32.4 32.4	50* 32.3	31.9 33.2	32.5 32.5	31.9 31.9	30.1 30.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			12,500 20.8		11,840 19.7		15,930 26.5				10,220 17.0		7,630 12.7				
	CBS TV			Beverly Hillbillies		Green Acres		Hee Haw				To Rome with Love		60 Minutes (VARIOUS SUBJECTS)				
	AVERAGE AUDIENCE (Households (000) & %)			11,180 18.6		11,000 18.3		12,260 20.4	20.2*			9,200 20.6* 15.3		5,110 8.5	9.0* 15		8.0* 14*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %			29 18.2	19.0	27 17.7	18.9	30 20.5	29* 19.8	20.7	20.4	15.5	15.2	10.0	8.1	7.5	8.5	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)			12,560 20.9				10,100 16.8		13,580 22.6								
	NBC TV			Don Knotts Show				Julia		NBC Tuesday Night at the Movies "THE INTRUDERS" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)			9,500 15.8	15.1*			9,140 15.2		7,990 13.3	11.9* 21		12.0* 18*		14.8* 25*		14.6* 26*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %			24 15.0	24* 15.1		16.6* 16.7	25* 16.5	22 15.1	15.3	12.1	11.8	12.1	12.0	14.3	15.2	15.1	14.1
W E E K 4	TOTAL AUDIENCE (Households (000) & %)			16,290 27.1				21,940 36.5						23,680 39.4				
	ABC TV			Mod Squad				Movie of the Week "THE OVER THE HILL GANG RIDES AGAIN"				Marcus Welby, M.D.						
	AVERAGE AUDIENCE (Households (000) & %)			13,820 23.0	21.9*			15,450 24.1*	25.7	23.0*		25.3* 37*		20,490 34.1	33.9* 57*		34.2* 64*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %			36 21.3	35* 22.5		24.4	37* 24.4	38 23.2	34* 22.9	24.9	25.8	28.8	28.6	33.2	34.6	34.6	33.8
W E E K 5	TOTAL AUDIENCE (Households (000) & %)			12,020 20.0		12,800 21.3		17,130 28.5				12,080 20.1		6,130 10.2				
	CBS TV			Beverly Hillbillies		Green Acres		Hee Haw				To Rome with Love		CBS News Hour "HOW PEACEFUL THE PEACEFUL ATOM"				
	AVERAGE AUDIENCE (Households (000) & %)			10,880 18.1		12,020 20.0		13,040 21.7	20.6*			11,180 22.7* 18.6		4,690 7.8				
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %			29 17.6	18.7	30 19.3	20.6	32 20.4	30* 20.9	22.3	23.0	18.3	18.9	8.7	6.8			
W E E K 6	TOTAL AUDIENCE (Households (000) & %)			11,900 19.8				11,540 19.2		14,060 23.4								
	NBC TV			Don Knotts Show				Julia		Hallmark Hall of Fame "HAMLET" (9:00-11:00PM) (Hallmark)								
	AVERAGE AUDIENCE (Households (000) & %)			8,950 14.9	14.5*			10,040 15.2*	16.7		7,330 12.2	14.4* 20		12.4* 19*		11.4* 19*		10.5* 20*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %			23 14.3	23* 14.8		15.3	23* 15.1	25 16.2	17.2	14.9	13.8	13.0	11.8	11.8	11.0	11.0	10.1
TV HOUSEHOLDS USING TV WK 1		60.5	61.7	63.4	64.2	65.3	67.9	69.0	68.3	68.0	67.5	65.8	64.1	60.9	59.6	58.0	56.1	
(See Def. 1)		58.5	60.1	61.5	63.0	64.7	66.7	67.2	67.9	68.2	68.6	66.4	64.9	61.1	58.8	55.1	52.5	

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 78-85

EVE. • TUE. NOV. 17, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. NOV. 11, 1970

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			13,220 22.0		11,960 19.9		11,900 19.8		12,140 20.2				8,350 13.9				
	ABC TV			Courtship of Eddie's Father		Make Room for Granddaddy		Room 222		Johnny Cash Show					Dan August			
	AVERAGE AUDIENCE (Households (000) & %)			12,080 20.1		10,760 17.9		10,700 17.8		9,080 15.1	15.3*		15.0*	6,130 10.2	10.5*		9.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			31 19.4	20.8	27 17.7	18.0	27 17.6	18.0	23 15.5	23 *	15.0	23 *	19 11.2	19 *	9.8	19 *	9.8
1	TOTAL AUDIENCE (Households (000) & %)			12,080 20.1		10,820 18.0		17,310 28.8		17,310 28.8				17,370 28.9				
	CBS TV			Storefront Lawyers		Governor and J. J.		Medical Center		Hawaii Five-O								
	AVERAGE AUDIENCE (Households (000) & %)			9,440 15.7	15.2*			9,920 16.5		14,660 24.4	23.8*		25.0*	14,360 23.9	24.1*		23.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			24 15.5	24 *	16.1	16.4	25 15.8	17.2	37 23.2	36 *	25.4	39 *	44 24.3	43 *	24.3	45 *	23.1
2	TOTAL AUDIENCE (Households (000) & %)			17,970 29.9				14,000 23.3						10,580 17.6				
	NBC TV			Men from Shiloh				Kraft Music Hall (Kraftco)						Four-In-One				
	AVERAGE AUDIENCE (Households (000) & %)			13,940 23.2	20.8*			10,880 18.1		18.6*			17.6*	8,770 14.6	14.5*		14.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			35 20.1	32 *	23.0	24.4	28 18.4	25.9	28 *	28 *	18.0	27 *	27 14.6	26 *	14.6	28 *	14.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			13,700 22.8		12,500 20.8		12,560 20.9		13,640 22.7				8,470 14.1				
	ABC TV			Courtship of Eddie's Father		Make Room for Granddaddy		Room 222		Johnny Cash Show					Dan August			
	AVERAGE AUDIENCE (Households (000) & %)			12,200 20.3		11,420 19.0		11,540 19.2		10,700 17.8	18.5*		17.0*	6,730 11.2	11.4*		11.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			33 19.8	20.7	30 18.2	19.8	29 18.5	19.9	27 19.0	28 *	17.2	26 *	20 11.6	20 *	11.1	21 *	11.0
2	TOTAL AUDIENCE (Households (000) & %)			11,240 18.7				12,380 20.6		17,850 29.7				16,710 27.8				
	CBS TV			Storefront Lawyers		Governor and J. J.		Medical Center		Hawaii Five-O								
	AVERAGE AUDIENCE (Households (000) & %)			8,890 14.8	14.3*			11,240 18.7		15,570 25.9	25.4*		26.3*	14,660 24.4	24.8*		24.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			24 14.3	23 *	15.4	15.5	29 17.8	19.6	39 24.7	38 *	26.8	40 *	43 25.0	43 *	24.5	44 *	23.4
2	TOTAL AUDIENCE (Households (000) & %)			15,810 26.3				12,320 20.5						11,360 18.9				
	NBC TV			Men from Shiloh				Kraft Music Hall (Kraftco)						Four-In-One				
	AVERAGE AUDIENCE (Households (000) & %)			12,140 20.2	18.8*			9,440 15.7		15.8*			15.5*	9,260 15.4	16.0*		14.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			32 18.3	30 *	20.5	20.3	24 15.7	21.2	24 *	24 *	15.6	24 *	27 16.2	28 *	15.3	27 *	14.2
TV HOUSEHOLDS USING TV WK 1		60.7	62.4	64.0	64.9	65.3	66.6	66.0	65.7	65.8	66.3	65.9	63.7	57.0	54.4	53.3	51.7	
(See Def. 1) WK 2		57.4	59.9	61.3	62.4	63.1	64.1	64.6	66.5	66.8	67.0	66.5	65.2	59.2	57.0	55.4	52.7	

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 7B-8B

EVE. • WED. NOV. 18, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. NOV. 12, 1970

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

W E E K 1	TOTAL AUDIENCE (Households (000) & %)			11,180 18.6			11,540 19.2			9,380 15.6	9,140 15.2			8,950 14.9				
	ABC TV			Matt Lincoln				Bewitched		Barefoot in the Park		The Odd Couple		The Immortal				
	AVERAGE AUDIENCE (Households (000) & %)			7,990 13.3	12.2*			10,640 14.5*	17.7	8,230 13.7	8,050 13.4				7,330 12.2	12.3*	12.2*	
	SHARE OF AUDIENCE %			20	19*			21*	25	20	21				22	21*	22*	
	AVG. AUD. BY ¼ HR. %			12.0	12.4	13.8	15.2	17.5	17.9	13.7	13.8	13.5	13.4	12.4	12.1	12.2		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			15,570 25.9			18,630 31.0			18,690 31.1								
	CBS TV			Family Affair		Jim Nabor's Hour				CBS Thursday Night Movies "THIS PROPERTY IS CONDEMNED" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)			13,880 23.1			13,940 23.2	23.9*			13,400 22.5*	22.3	21.2*			24.7*	22.8*	20.8*
	SHARE OF AUDIENCE %			36			34	35*			32*	36	31*			38*	39*	38*
	AVG. AUD. BY ¼ HR. %			22.0	24.2	23.3	24.4	22.8	22.1	20.6	21.7	25.0	24.4	23.0	22.5	22.0	19.6	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)			17,190 28.6			19,290 32.1				11,960 19.9				13,580 22.6			
	NBC TV			G.E. Monogram Series "KIFARU-THE BLACK RHINOCEROS" (Gen. Electric-Corp. Div.)				Ironsides		Nancy		Dean Martin Show						
	AVERAGE AUDIENCE (Households (000) & %)			12,980 21.6	21.5*			15,270 21.8*	25.4	23.9*	11,060 26.9*		18.4	10,460 17.4		17.9*	17.0*	
	SHARE OF AUDIENCE %			33	33*			32*	37	34*	39*		28	31		30*	31*	
	AVG. AUD. BY ¼ HR. %			21.5	21.5	21.8	21.9	23.1	24.6	27.3	26.5	18.7	18.1	18.0	17.8	17.9	16.4	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)			9,920 16.5			11,720 19.5			9,380 15.6	9,860 16.4			8,950 14.9				
	ABC TV			Matt Lincoln				Bewitched		Barefoot in the Park		The Odd Couple		The Immortal				
	AVERAGE AUDIENCE (Households (000) & %)			7,570 12.6	11.5*			10,640 13.7*	17.7	8,590 14.3	8,770 14.6				7,690 12.8	12.7*	13.0*	
	SHARE OF AUDIENCE %			19	18*			20*	26	22	24				23	23*	24*	
	AVG. AUD. BY ¼ HR. %			11.5	11.5	13.3	14.1	17.3	18.1	14.1	14.5	14.9	14.2	12.5	12.9	12.9		
W E E K 5	TOTAL AUDIENCE (Households (000) & %)			13,880 23.1			17,190 28.6			17,670 29.4								
	CBS TV			Family Affair		Jim Nabor's Hour				CBS Thursday Night Movies® "A PLACE IN THE SUN" (9:00-11:30PM) (1)								
	AVERAGE AUDIENCE (Households (000) & %)			12,440 20.7			12,200 20.3	19.1*			11,420 21.5*	19.0	18.3*			20.6*	19.4*	18.3*
	SHARE OF AUDIENCE %			32			30	28*			32*	34	28*			34*	35*	34*
	AVG. AUD. BY ¼ HR. %			20.0	21.3	18.8	19.5	21.8	21.1	18.2	18.5	20.7	20.6	19.8	19.1	18.3	18.3	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)			21,400 35.6			19,350 32.2				12,860 21.4				14,240 23.7			
	NBC TV			Flip Wilson Show				Ironsides		Nancy		Dean Martin Show						
	AVERAGE AUDIENCE (Households (000) & %)			16,470 27.4	26.0*			15,510 28.7*	25.8	24.5*	11,240 27.1*		18.7	11,600 19.3		19.5*	19.2*	
	SHARE OF AUDIENCE %			42	40*			43*	39	36*	41*		31	35		35*	36*	
	AVG. AUD. BY ¼ HR. %			25.6	26.5	28.6	28.9	24.0	25.0	27.5	26.7	19.0	18.4	19.3	19.6	19.6	18.8	
TV HOUSEHOLDS USING TV		WK 1	58.8	61.1	64.1	65.6	66.6	69.0	69.3	69.7	68.3	68.1	65.6	64.1	59.8	57.7	56.3	52.3
(See Def. 1)		WK 2	58.1	60.7	63.5	65.1	66.5	68.0	67.1	68.2	66.4	65.7	62.3	60.3	56.6	55.0	53.9	53.1

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).
 (B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 78-85
 (1) FOR REM. RATINGS, SEE OP PAGES.

EVE. • THU. NOV. 19, 1970

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • FRI. NOV. 13, 1970

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

The Headmaster

CBS Friday Night Movies ©
"THE GUNS OF NAVARONE" (8:00-11:10PM) (1)

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

High Chaparral

Name of the Game

Bracken's World

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

The Interns

The Headmaster

CBS Friday Night Movies
"NIGHT CHASE" (9:00-11:00PM)

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

High Chaparral

Name of the Game

Bracken's World

TV HOUSEHOLDS USING TV
(See Def. 1)

WK 1
WK 2

54.8	56.2	57.6	59.9	60.9	60.5	60.2	60.6	60.8	61.7	61.4	61.3	57.6	56.8	57.2	56.3
54.9	55.7	55.9	57.4	57.9	58.1	57.5	58.0	57.5	57.6	56.6	55.5	53.4	52.1	51.4	49.2

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B.

(OP) Other Programs: See Pages 78-85

(1) FOR REM. RATINGS, SEE OP PAGES.

EVE. • FRI. NOV. 20, 1970

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • SAT. NOV. 14, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,140 20.2		12,200 20.3		12,560 20.9					9,380 15.6					
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			14,540 24.2				13,580 22.6		11,240 18.7		13,220 22.0		15,270 25.4				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,540 19.2	18.3*		20.2*	12,140 20.2		10,520 17.5		12,020 20.0		12,440 20.7	19.8*		21.7*	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,300 23.8				19,590 32.6										
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			15,810 26.3				14,660 24.4		13,040 21.7		13,100 21.8		13,640 22.7				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,240 18.7	17.5*		19.9*	13,640 22.7		11,960 19.9		12,020 20.0		11,540 19.2	18.8*		19.7*	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			15,510 25.8				14,000 23.3		17,130 28.5								
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			11,120 18.5	16.5*		20.4*	12,440 20.7		12,620 21.0	20.9*		22.4*		21.4*		19.3*	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
3																	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)	57.7	59.2	60.1	61.3	62.9	64.6	64.8	65.5	64.9	64.0	61.3	59.9	58.4	57.2	55.3	53.6	
WK 2	54.5	56.4	58.4	59.7	60.3	61.6	63.2	64.4	62.7	63.0	61.3	60.8	59.4	57.8	56.8	54.1	

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B.

(OP) Other Programs: See Pages 78-85

(1) FOR REM. RATINGS, SEE OP. PAGES.

EVE. • SAT. NOV. 21, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. NOV. 15, 1970

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %) { 12,200 20.3 AVERAGE AUDIENCE (Households (000) & %) { 8,770 14.6 SHARE OF AUDIENCE % 23 AVG. AUD. BY ¼ HR. % 13.6																
		Young Rebels → The Klowns (Canada Dry) → ABC Sunday Night Movies "THE BROTHERHOOD" (9:00-11:00PM)																
		TOTAL AUDIENCE (Households (000) & %) { 12,080 20.1 AVERAGE AUDIENCE (Households (000) & %) { 10,820 18.0 SHARE OF AUDIENCE % 29 AVG. AUD. BY ¼ HR. % 17.3																
		Lassie → Hogan's Heroes → Ed Sullivan Show → Glenn Campbell Hour → Tim Conway Hour																
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %) { 12,620 21.0 AVERAGE AUDIENCE (Households (000) & %) { 11,360 18.9 SHARE OF AUDIENCE % 31 AVG. AUD. BY ¼ HR. % 18.0																
		Wild Kingdom® (Mutual of Omaha) → Wonderful World of Disney "MONKEYS, GO HOME!" PART I (Co-sponsor) → Bill Cosby Show (P & G) → Bonanza → Bold Ones																
		TOTAL AUDIENCE (Households (000) & %) { 11,180 18.6 AVERAGE AUDIENCE (Households (000) & %) { 10,820 18.0 SHARE OF AUDIENCE % 29 AVG. AUD. BY ¼ HR. % 17.3																
		Young Rebels → The F.B.I. → ABC Sunday Night Movies "ROUGH NIGHT IN JERICHO" (9:00-11:00PM)																
W E E K 3	ABC TV	TOTAL AUDIENCE (Households (000) & %) { 12,320 20.5 AVERAGE AUDIENCE (Households (000) & %) { 11,000 18.3 SHARE OF AUDIENCE % 30 AVG. AUD. BY ¼ HR. % 17.8																
		Lassie → Hogan's Heroes → Ed Sullivan Show → Glenn Campbell Hour → Tim Conway Hour																
		TOTAL AUDIENCE (Households (000) & %) { 12,080 20.1 AVERAGE AUDIENCE (Households (000) & %) { 10,820 18.0 SHARE OF AUDIENCE % 29 AVG. AUD. BY ¼ HR. % 17.3																
		Wild Kingdom (Mutual of Omaha) → Wonderful World of Disney "MONKEYS, GO HOME!" PART II (Gulf Oil Corp.) → Bill Cosby Show (P & G) → Bonanza → Bold Ones																
W E E K 4	CBS TV	TOTAL AUDIENCE (Households (000) & %) { 12,080 20.1 AVERAGE AUDIENCE (Households (000) & %) { 11,000 18.3 SHARE OF AUDIENCE % 30 AVG. AUD. BY ¼ HR. % 17.8																
		Lassie → Hogan's Heroes → Ed Sullivan Show → Glenn Campbell Hour → Tim Conway Hour																
		TOTAL AUDIENCE (Households (000) & %) { 12,080 20.1 AVERAGE AUDIENCE (Households (000) & %) { 11,000 18.3 SHARE OF AUDIENCE % 30 AVG. AUD. BY ¼ HR. % 17.8																
		Wild Kingdom (Mutual of Omaha) → Wonderful World of Disney "MONKEYS, GO HOME!" PART II (Gulf Oil Corp.) → Bill Cosby Show (P & G) → Bonanza → Bold Ones																
TV HOUSEHOLDS USING TV		WK 1	60.5	62.8	64.3	65.5	67.0	67.8	68.7	69.6	69.6	69.8	69.6	68.0	63.0	60.5	57.8	53.8
(See Def. 1)		WK 2	59.7	61.4	62.4	63.8	65.2	66.1	66.2	67.1	67.0	67.0	67.0	64.5	60.0	57.4	55.8	53.6

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 78-85

EVE. • SUN. NOV. 22, 1970

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • MON. NOV. 23, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,060 18.4				8,650 14.4		18,570 30.9								
AVERAGE AUDIENCE (Households (000) & %)			8,110 13.5				7,630 12.7		11,420 19.0								
SHARE OF AUDIENCE %			21				21		32								
AVG. AUD. BY ¼ HR. %			13.0				12.3		18.1								
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			19,230 32.0				18,210 30.3		15,330 25.5		14,420 24.0		15,510 25.8				
AVERAGE AUDIENCE (Households (000) & %)			15,810 26.3				16,770 27.9		14,180 23.6		13,160 21.9		11,900 19.8				
SHARE OF AUDIENCE %			40				41		34		33		32				
AVG. AUD. BY ¼ HR. %			24.5				27.1		23.3		21.9		21.6				
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,320 20.5			17,490 29.1			17,310 28.8								
AVERAGE AUDIENCE (Households (000) & %)			10,580 17.6			12,920 21.5			12,080 20.1								
SHARE OF AUDIENCE %			28			32			31								
AVG. AUD. BY ¼ HR. %			16.8			18.8			20.9								
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,170 13.6				7,270 12.1		17,250 28.7								
AVERAGE AUDIENCE (Households (000) & %)			5,830 9.7				6,310 10.5		10,820 18.0								
SHARE OF AUDIENCE %			15				16		28								
AVG. AUD. BY ¼ HR. %			8.9				9.8		18.2								
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			19,530 32.5				17,730 29.5		13,880 23.1		13,160 21.9		14,900 24.8				
AVERAGE AUDIENCE (Households (000) & %)			15,750 26.2				16,110 26.8		12,440 20.7		12,080 20.1		12,380 20.6				
SHARE OF AUDIENCE %			40				43		31		30		33				
AVG. AUD. BY ¼ HR. %			23.4				26.4		20.7		20.0		20.9				
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			17,310 28.8			19,110 31.8			18,450 30.7								
AVERAGE AUDIENCE (Households (000) & %)			15,750 26.2			14,420 24.0			12,560 20.9								
SHARE OF AUDIENCE %			41			36			33								
AVG. AUD. BY ¼ HR. %			25.9			22.1			20.1								
TV HOUSEHOLDS USING TV WK 1	60.5	61.3	62.4	64.1	66.2	67.9	68.0	69.3	68.8	68.9	67.2	66.4	65.0	62.8	59.6	57.4	
TV HOUSEHOLDS USING TV WK 2	59.8	61.8	63.6	65.5	65.5	66.0	66.6	67.9	67.3	67.4	67.4	66.7	65.1	63.1	61.5	58.8	

U.S. TV Households: 60,100,000
(B) Originated in Black & White.

† For Sponsorship Detail, See Audience Estimates by Sponsorship.
(R) Repeat, See page B. (OP) Other Programs: See Pages 60-69

* Half-hour ratings (for immediately preceding and subject quarter-hours).

EVE. • MON. NOV. 30, 1970

(1) FOR REM. RATINGS, SEE OP. PAGES.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. NOV. 24, 1970

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)			16,950 28.2				21,160 35.2						22,240 37.0				
	ABC TV			Undersea World - J. Cousteau "THE TRAGEDY OF THE RED SALMON"				Movie of the Week "CROWHAVEN FARM"				Marcus Welby, M.D.						
	AVERAGE AUDIENCE (Households (000) & %)			13,340 22.2				16,170 26.9						19,230 32.0				
	SHARE OF AUDIENCE %			34				40						56				
	AVG. AUD. BY 1/4 HR. %			20.3				24.8						32.5				
	TOTAL AUDIENCE (Households (000) & %)			13,040 21.7		13,100 21.8		16,230 27.0				12,680 21.1		9,140 15.2				
	CBS TV			Beverly Hillbillies		Green Acres		Hee Haw				To Rome with Love		60 Minutes (VARIOUS SUBJECTS)				
	AVERAGE AUDIENCE (Households (000) & %)			11,420 19.0		12,140 20.2		12,500 20.8				11,780 19.6		6,190 10.3				
	SHARE OF AUDIENCE %			29		30		31				33		18				
	AVG. AUD. BY 1/4 HR. %			18.8		19.2		19.6				19.4		12.0				
W E K 2	TOTAL AUDIENCE (Households (000) & %)			11,900 19.8				10,700 17.8				13,040 21.7						
	NBC TV			Don Knotts Show				Julia		NBC Tuesday Night at the Movies "HAUSER'S MEMORY" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)			8,410 14.0				9,320 15.5				6,490 10.8						
	SHARE OF AUDIENCE %			21				23				18						
	AVG. AUD. BY 1/4 HR. %			13.2				15.4				12.0						
	TOTAL AUDIENCE (Households (000) & %)			14,540 24.2				21,340 35.5						21,700 36.1				
	ABC TV			Mod Squad				Movie of the Week "RUN, SIMON, RUN"				Marcus Welby, M.D.						
	AVERAGE AUDIENCE (Households (000) & %)			12,020 20.0				16,530 27.5						36.1 66				
	SHARE OF AUDIENCE %			31				43						35.5				
	AVG. AUD. BY 1/4 HR. %			18.3				25.1						30.4				
W E K 2	TOTAL AUDIENCE (Households (000) & %)			10,880 18.1		10,820 18.0		17,790 29.6				12,080 20.1		6,910 11.5				
	CBS TV			Beverly Hillbillies		Green Acres		Hee Haw				To Rome with Love		CBS News Hour "BLUE CHRISTMAS: STATE OF ECONOMY" (Western Electric)				
	AVERAGE AUDIENCE (Households (000) & %)			9,620 16.0		10,220 17.0		13,640 22.7				10,760 17.9		4,630 7.7				
	SHARE OF AUDIENCE %			26		26		35				36		14				
	AVG. AUD. BY 1/4 HR. %			15.3		16.7		22.7				18.3		9.6				
	TOTAL AUDIENCE (Households (000) & %)			9,380 15.6				9,620 16.0				10,580 17.6						
	NBC TV			Don Knotts Show				Julia		First Tuesday								
	AVERAGE AUDIENCE (Households (000) & %)			6,730 11.2				8,530 14.2				5,110 8.5						
	SHARE OF AUDIENCE %			17				18				14		15				
	AVG. AUD. BY 1/4 HR. %			10.6				14.0				9.4		9.2				
TV HOUSEHOLDS USING TV WK 1		59.6	62.1	63.9	65.4	66.5	67.4	66.5	67.2	67.5	67.3	65.6	64.8	60.0	57.2	56.1	54.2	54.1
(See Def. 1)		57.4	59.4	61.7	63.8	65.4	65.9	66.3	65.9	64.7	64.5	63.3	61.8	57.9	56.3	54.2	51.0	

U.S. TV Households: 60,100,000

(B) Originated in Black & White.

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

(R) Repeat, See page 8.

(OP) Other Programs: See Pages 80-89

* Half-hour ratings (for immediately preceding and subject quarter-hours).

EVE. • TUE. DEC. 1, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. NOV. 25, 1970

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)			10,160 16.9		9,620 16.0		11,480 19.1		11,660 19.4				9,320 15.5				
	ABC TV			Courtship of Eddie's Father		Make Room for Granddaddy		Room 222		Johnny Cash Show						Dan August		
	AVERAGE AUDIENCE (Households (000) & %)			9,020 15.0		8,590 14.3		10,220 17.0		9,320 15.5				7,510 12.5				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			25 14.8		23 14.1		27 16.3		24 14.9		15.4* 23 *		15.7* 24 *		12.6* 21 *		12.3* 21 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)			12,320 20.5				10,580 17.6		14,420 24.0				17,670 29.4				
	CBS TV			Storefront Lawyers				Governor and J. J.		Medical Center						Hawaii Five-O		
	AVERAGE AUDIENCE (Households (000) & %)			9,140 15.2		14.7*		9,320 15.5		12,320 20.5		19.6*		15,150 25.2		25.0*		25.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			25 14.4		24 *		24 15.4		31 19.0		30 *		43 24.7		42 *		44 *
W E K 1	TOTAL AUDIENCE (Households (000) & %)			22,060 36.7										10,640 17.7				
	NBC TV							Unsinkable Molly Brown (7:30-10:00PM)								Four-In-One		
	AVERAGE AUDIENCE (Households (000) & %)			14,240 23.7		21.9*		24.0*		25.0*		24.5*		8,470 14.1		14.7*		13.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			37 21.5		36 *		38 *		39 *		37 *		35 *		25 *		24 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)			8,950 14.9		12,260 20.4		12,200 20.3		11,960 19.9				1,150 12.9				
	ABC TV			Courtship of Eddie's Father		Make Room for Granddaddy		Room 222		Johnny Cash Show						Dan August		
	AVERAGE AUDIENCE (Households (000) & %)			7,810 13.0		10,760 17.9		10,940 18.2		9,740 16.2				6,310 10.5		10.6*		10.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			21 12.3		28 17.3		28 17.9		25 16.4		16.2* 25 *		16.1* 25 *		18 *		19 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)			17,730 29.5		15,270 25.4				17,670 29.4				18,810 31.3				
	CBS TV			How The Grinch Stole Christmas®				National Geographic "ETHIOPIA: THE HIDDEN EMPIRE"		Medical Center						Hawaii Five-O		
	AVERAGE AUDIENCE (Households (000) & %)			15,990 26.6		11,660 19.4		19.1*		14,900 24.8		24.3*		16,350 27.2		27.1*		27.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			44 26.7		30 19.3		30 *		38 23.4		37 *		48 26.4		47 *		50 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)			16,710 27.8						13,520 22.5				9,860 16.4				
	NBC TV							Men from Shiloh		Kraft Music Hall (Kraftco)						Four-In-One		
	AVERAGE AUDIENCE (Households (000) & %)			11,540 19.2		16.0*		20.0*		10,340 17.2				7,570 12.6		13.2*		12.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			30 15.8		26 *		31 *		27 18.4		17.8* 27 *		26 *		23 *		22 *
TV HOUSEHOLDS USING TV		WK 1	56.3	58.2	59.6	61.2	62.4	63.3	63.2	63.4	65.3	66.4	66.7	65.3	60.1	58.6	58.4	56.4
(See Def. 1)		WK 2	57.0	59.0	60.3	62.0	63.8	65.2	65.5	66.2	64.9	64.8	65.4	63.9	58.3	57.6	56.2	53.5

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-79

EVE. • WED. DEC. 2, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. NOV. 26, 1970

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)			13,340 22.2													6,370 10.6	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			6,310 10.5													5,530 9.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			19 9.1	9.1*		9.1*		10.0*		10.7*		12.1*		12.0*	9.2	9.0	9.0
1	TOTAL AUDIENCE (Households (000) & %)			13,100 21.8		26,320 43.8												
	CBS TV				Family Affair													
	AVERAGE AUDIENCE (Households (000) & %)			11,660 19.4		16,770 27.9												
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			36 17.9	20.8	47 25.1	26.1*	28.6	48* 28.3	28.5	28.6*	29.3	29.3	29.2	28.9*	27.4	25.2	25.2
2	TOTAL AUDIENCE (Households (000) & %)			16,830 28.0			13,460 22.4				9,680 16.1			13,760 22.9				
	NBC TV				Flip Wilson Show													
	AVERAGE AUDIENCE (Households (000) & %)			12,320 20.5			11,000 18.3							10,700 17.8				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			37 20.7	20.8*	35 20.4	30 17.5	18.0*	30 18.6	18.5	18.5*	14.1	14.4	16.7	17.4*	18.2*	18.2*	18.2*
W E K 2	TOTAL AUDIENCE (Households (000) & %)			10,040 16.7			11,240 18.7			10,160 16.9		10,400 17.3		10,100 16.8				
	ABC TV				Matt Lincoln													
	AVERAGE AUDIENCE (Households (000) & %)			7,030 11.7			10,160 16.9			9,140 15.2		9,320 15.5		8,350 13.9				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			18 11.4	11.2*	12.1*	18* 12.4	25 16.4	17.4	24 15.1	26 15.3	26 15.6	15.3	25 13.8	24* 13.9	26* 13.8	14.0	14.0
W E K 2	TOTAL AUDIENCE (Households (000) & %)			12,920 21.5		16,530 27.5				15,210 25.3								
	CBS TV				Family Affair													
	AVERAGE AUDIENCE (Households (000) & %)			11,840 19.7		11,960 19.9				10,760 17.9								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			31 18.8	20.6	30 18.9	29* 19.4	20.9	31* 20.6	30 16.8	26* 16.8	18.9	18.9	18.4	18.2*	17.9	17.8	17.8
2	TOTAL AUDIENCE (Households (000) & %)			20,310 33.8			19,950 33.2					12,380 20.6			16,290 27.1			
	NBC TV				Flip Wilson Show													
	AVERAGE AUDIENCE (Households (000) & %)			16,290 27.1			15,450 25.7								12,740 21.2			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			42 25.5	26.2*	41* 26.9	42* 28.3	40 24.9	38* 24.9	27.0	26.5*	18.4	18.8	22.0	21.9*	21.1	20.1	20.1
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		49.2	50.4	52.6	54.5	57.0	58.3	58.5	59.9	60.6	61.3	60.3	60.1	59.8	59.9	57.8	54.1	51.9
WK 2		57.3	59.4	62.2	64.8	66.3	67.1	66.5	66.2	64.0	63.2	60.7	59.6	57.8	56.6	55.3	51.9	51.9

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page 8. (OP) Other Programs: See Pages 80-89

(1) FOR REM. RATINGS, SEE OP PAGES. (2) "SCROOGE" (10:45-11:00PM) (S) (SUSTAINER)

EVE. • THU. DEC. 3, 1970

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • FRI. NOV. 27, 1970

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

		TOTAL AUDIENCE (Households (000) & %)		7,990 13.3		11,540 19.2		11,060 18.4		11,000 18.3		8,590 14.3					
		ABC TV		3M Special-Part I "TO ALL THE WORLD'S CHILDREN" (M Co.)		Partridge Family		That Girl		Love, American Style		This Is Tom Jones					
		AVERAGE AUDIENCE (Households (000) & %)		5,230 8.7		10,220 17.0		9,560 15.9		9,920 16.5		6,430 10.7		11.2*		10.3*	
		SHARE OF AUDIENCE %		15		14*		27		27		19		19*		19*	
		AVG. AUD. BY ¼ HR. %		9.7		8.6		8.0		8.5		16.3		17.7		15.4	
		TOTAL AUDIENCE (Households (000) & %)		15,330 25.5		11,780 19.6		15,870 26.4									
		CBS TV		The Interns		The Headmaster		CBS Friday Night Movies® "THE LAST CHALLENGE" (9:00-10:50PM)									
		AVERAGE AUDIENCE (Households (000) & %)		12,020 20.0		10,700 17.8		11,600 19.3		17.7*		18.9*		20.8*		20.2*	
		SHARE OF AUDIENCE %		34		35*		33		30*		31*		36*		37*	
		AVG. AUD. BY ¼ HR. %		18.7		20.1		20.6		20.6		17.5		18.2		17.3	
		TOTAL AUDIENCE (Households (000) & %)		15,330 25.5		14,780 24.6						11,060 18.4					
		NBC TV		High Chaparral		Name of the Game						Bracken's World					
		AVERAGE AUDIENCE (Households (000) & %)		12,260 20.4		9,860 16.4		17.3*		16.1*		15.8*		9,140 15.2		15.1*	
		SHARE OF AUDIENCE %		35		34*		27		27*		26*		26*		26*	
		AVG. AUD. BY ¼ HR. %		18.7		20.9		21.1		20.8		17.7		17.0		18.5	
		TOTAL AUDIENCE (Households (000) & %)		8,710 14.5		7,210 12.0		12,080 20.1		10,640 17.7		9,860 16.4		10,100 16.8			
		ABC TV		Brady Bunch		Nanny and the Professor		Partridge Family		That Girl		Love, American Style		This Is Tom Jones			
		AVERAGE AUDIENCE (Households (000) & %)		7,330 12.2		6,670 11.1		10,940 18.2		9,560 15.9		8,950 14.9		7,210 12.0		12.5*	
		SHARE OF AUDIENCE %		22		19		31		27		26		23		23*	
		AVG. AUD. BY ¼ HR. %		12.1		12.2		10.5		11.6		17.4		19.1		15.8	
		TOTAL AUDIENCE (Households (000) & %)		11,720 19.5		10,460 17.4		16,110 26.8									
		CBS TV		The Interns		The Headmaster		CBS Friday Night Movies® "PEYTON PLACE" PART II (9:00-10:45PM)									
		AVERAGE AUDIENCE (Households (000) & %)		9,560 15.9		15.0*		16.7*		9,500 15.8		11,120 18.5		17.5*		18.0*	
		SHARE OF AUDIENCE %		28		27*		28*		27		33		30*		31*	
		AVG. AUD. BY ¼ HR. %		14.4		15.5		16.6		16.9		15.4		16.3		17.1	
		TOTAL AUDIENCE (Households (000) & %)		18,450 30.7		16,830 28.0						11,360 18.9					
		NBC TV		Rudolph The Red-Nosed Reindeer®		Name of the Game						Bracken's World					
		AVERAGE AUDIENCE (Households (000) & %)		14,960 24.9		23.9*		26.0*		11,360 18.9		19.5*		18.7*		18.5*	
		SHARE OF AUDIENCE %		44		43*		44*		33		34*		19.0		32*	
		AVG. AUD. BY ¼ HR. %		23.3		24.4		25.9		26.1		20.3		18.8		19.0	

TV HOUSEHOLDS USING TV WK 1 WK 2 54.3 53.3 55.1 54.0 56.9 55.0 59.0 56.4 59.2 58.3 59.6 59.2 58.9 57.5 59.6 58.5 59.3 58.2 60.1 58.4 60.3 58.2 60.4 57.1 58.4 54.5 56.6 53.4 55.3 52.2 51.9 49.4

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-79

(1) "OWL & THE PUSSYCAT" (10:50-11:00PM) (SUSTA INER) (2) "CROOKED MAN" (10:45-11:00PM) (SUSTA INER)

EVE. • FRI. DEC. 4, 1970

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE • SAT. NOV. 28, 1970

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE (Households (000) & %)																	
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
TOTAL AUDIENCE (Households (000) & %)																	
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
TOTAL AUDIENCE (Households (000) & %)																	
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
TOTAL AUDIENCE (Households (000) & %)																	
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
TOTAL AUDIENCE (Households (000) & %)																	
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
TOTAL AUDIENCE (Households (000) & %)																	
NBC TV																	
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AVG. AUD. BY 1/4 HR. %																	
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SHARE OF AUDIENCE %																	
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TOTAL AUDIENCE (Households (000) & %)																	
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
TOTAL AUDIENCE (Households (000) & %)																	
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
TOTAL AUDIENCE (Households (000) & %)																	
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
TOTAL AUDIENCE (Households (000) & %)																	
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
TOTAL AUDIENCE (Households (000) & %)																	
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
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AVG. AUD. BY 1/4 HR. %																	
TOTAL AUDIENCE (Households (000) & %)																	
NBC TV																	
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SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
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ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
TOTAL AUDIENCE (Households (000) & %)																	
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
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AVG. AUD. BY 1/4 HR. %																	
TOTAL AUDIENCE (Households (000) & %)																	
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AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
TOTAL AUDIENCE (Households (000) & %)																	
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
TOTAL AUDIENCE (Households (000) & %)																	
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
TOTAL AUDIENCE (Households (000) & %)																	
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AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
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SHARE OF AUDIENCE %																	
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CBS TV																	
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NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
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U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page 8.

(OP) Other Programs: See Pages 80-89

(1) FOR RATINGS, SEE PAGE 48.

(2) FOR RATINGS, SEE OF PAGES.

(3) NEWLYWED GAME (8:20-8:30PM), FOR RATINGS, SEE OF PAGES.

(4) FOR RATINGS, SEE PAGE 49.

(5) FOR REM. RATINGS, SEE OF PAGES.

(6) VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

STAT. FACILITIES REDUCED BY NET, PRE-EMPTION (SEE DEF. 14D).

EVE • SAT. DEC. 5, 1970

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)		11,360 18.9				15,510 25.8						17,190 28.6				
		AVERAGE AUDIENCE (Households (000) & %)		8,230 13.7				12,320 20.5						10,340 17.2				
		SHARE OF AUDIENCE %		22				30						31				
		AVG. AUD. BY 1/4 HR. %		12.5				19.5						15.8				
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)		14,780 24.6		11,360 18.9		11,900 19.8				10,400 17.3			12,020 20.0			
		AVERAGE AUDIENCE (Households (000) & %)		12,680 21.1		10,100 16.8		8,470 14.1				8,110 13.5			9,020 15.0			
		SHARE OF AUDIENCE %		35		27		21				19		20	26			
		AVG. AUD. BY 1/4 HR. %		20.6	21.6	16.6	16.9	14.7	15.1	13.7	12.9	13.1	13.4	13.9	13.5	15.6	15.7	14.8
W E K 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)				20,070 33.4				30,290 50.4					15,210 25.3			
		AVERAGE AUDIENCE (Households (000) & %)				15,690 26.1				22,840 38.0					12,200 20.3			
		SHARE OF AUDIENCE %				28				43					35			
		AVG. AUD. BY 1/4 HR. %				17.1				28.8					22.3			
W E K 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)		11,060 18.4				16,770 27.9						16,170 26.9				
		AVERAGE AUDIENCE (Households (000) & %)		7,690 12.8				14,240 23.7						9,560 15.9				
		SHARE OF AUDIENCE %		21				35						29				
		AVG. AUD. BY 1/4 HR. %		12.0	12.1	12.9	14.0	22.4	23.7	24.2	24.5	17.8	17.6	17.3	16.7	16.3	15.8	15.1
W E K 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)		13,220 22.0		11,660 19.4		12,740 21.2				11,780 19.6			10,160 16.9			
		AVERAGE AUDIENCE (Households (000) & %)		11,360 18.9		9,980 16.6		10,460 17.4				9,920 16.5			7,750 12.9			
		SHARE OF AUDIENCE %		31		26		26				25		24	25			
		AVG. AUD. BY 1/4 HR. %		18.7	19.1	15.9	17.4	16.3	17.4	18.0	17.8	16.0	17.0	16.8	16.2	14.1	13.3	12.4
W E K 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)		12,440 20.7		22,780 37.9						22,120 36.8			15,270 25.4			
		AVERAGE AUDIENCE (Households (000) & %)		11,240 18.7		15,090 25.1						17,910 29.8			13,400 22.3			
		SHARE OF AUDIENCE %		31		38						44			40			
		AVG. AUD. BY 1/4 HR. %		17.9	19.5	25.9	24.6	24.8	24.5	25.1	25.8	30.2	29.3	30.1	29.6	22.4	22.6	21.7
TV HOUSEHOLDS USING TV WK 1 WK 2		(See Def. 1)	59.8	60.6	62.3	63.3	65.6	67.1	69.2	70.6	70.5	69.8	69.4	68.0	61.6	59.4	56.9	54.0
			59.8	61.1	62.7	64.1	66.0	67.8	69.1	69.7	68.0	67.8	67.0	65.1	59.7	57.5	55.4	52.3

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 80-89

(1) FOR REM. RATINGS, SEE OP PAGES. (2) FOR RATINGS, SEE PAGE 54.

EVE. • SUN. DEC. 6, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. DEC. 7, 1970

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)			10,100 16.8				8,170 13.6		17,670 29.4								
	ABC TV			Young Lawyers				Silent Force		ABC NFL Football Game (CLEVELAND VS HOUSTON, 9:00-11:50PM) (1)								
	AVERAGE AUDIENCE (Households (000) & %)			7,030 11.7	12.1*			7,330 12.2		9,860 16.4	15.6*		16.9*		17.6*		16.5*	
	SHARE OF AUDIENCE %			18	19 *			17 *		27	23 *		25 *		27 *		27 *	
	AVG. AUD. BY ¼ HR. %			12.8	11.4	11.2	11.5	11.7	12.8	15.2	16.0	16.9	16.9	18.0	17.3	16.3	16.6	
W E K 2	TOTAL AUDIENCE (Households (000) & %)			17,970 29.9				17,790 29.6		13,160 21.9		11,480 19.1		13,520 22.5				
	CBS TV			Gunsmoke				Here's Lucy		Mayberry R.F.D.		Doris Day Show		Carol Burnett Show				
	AVERAGE AUDIENCE (Households (000) & %)			14,540 24.2	23.0*			16,770 27.9		12,020 20.0		10,760 17.9		10,160 16.9	16.9*		16.8*	
	SHARE OF AUDIENCE %			37	36 *			39 *	41	29		26		28	27 *		29 *	
	AVG. AUD. BY ¼ HR. %			22.2	23.7	25.3	25.7	27.5	28.4	20.4	19.7	17.8	18.0	17.1	16.8	17.1	16.6	
W E K 3	TOTAL AUDIENCE (Households (000) & %)			13,340 22.2		16,830 28.0				22,540 37.5				18,450 30.7				
	NBC TV			Red Skelton Show		Rowan & Martin Laugh-In				Timex Presents The Bob Hope Show (U.S. Time Corp.)			Johnny Carson Presents Sun City Scandals					
	AVERAGE AUDIENCE (Households (000) & %)			11,420 19.0		12,860 21.4	20.6*			18,750 31.2	31.3*		31.1*	14,900 24.8	26.0*		23.6*	
	SHARE OF AUDIENCE %			30		32	31 *			45	45 *		46 *	41	42 *		41 *	
	AVG. AUD. BY ¼ HR. %			18.3	19.7	19.8	21.5	21.9	22.6	30.8	31.8	31.5	30.7	26.3	25.6	24.3	22.9	
W E K 4	TOTAL AUDIENCE (Households (000) & %)			9,080 15.1				9,020 15.0		19,530 32.5								
	ABC TV			Young Lawyers				Silent Force		ABC NFL Football Game (DETROIT VS LOS ANGELES, 9:00-12:00PM) (1)								
	AVERAGE AUDIENCE (Households (000) & %)			6,910 11.5	11.2*			7,990 13.3		12,260 20.4	20.2*		22.7*		21.7*		20.4*	
	SHARE OF AUDIENCE %			18	18 *			19 *	20	34	30 *		34 *		33 *		32 *	
	AVG. AUD. BY ¼ HR. %			11.0	11.3	11.9	11.9	12.9	13.7	19.4	21.0	22.6	22.8	22.8	20.7	20.2	20.6	
W E K 5	TOTAL AUDIENCE (Households (000) & %)			18,390 30.6				16,230 27.0		15,030 25.0		14,060 23.4		15,810 26.3				
	CBS TV			Gunsmoke				Here's Lucy		Mayberry R.F.D.		Doris Day Show		Carol Burnett Show				
	AVERAGE AUDIENCE (Households (000) & %)			14,540 24.2	23.5*			15,090 25.1		13,460 22.4		12,980 21.6		12,500 20.8	21.9*		19.7*	
	SHARE OF AUDIENCE %			38	38 *			38 *	38	32		32		33	34 *		33 *	
	AVG. AUD. BY ¼ HR. %			22.7	24.4	24.9	24.9	24.5	25.7	22.1	22.7	21.4	21.8	22.0	21.7	20.8	18.6	
W E K 6	TOTAL AUDIENCE (Households (000) & %)			11,780 19.6		17,550 29.2				17,550 29.2								
	NBC TV			Red Skelton Show		Rowan & Martin Laugh-In				NBC Monday Night at the Movies "THE PSYCHIATRIST" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)			10,520 17.5		13,340 22.2	20.6*			11,540 19.2	21.0*		19.9*		18.3*		17.6*	
	SHARE OF AUDIENCE %			29		34	32 *			29	30 *		29 *		28 *		29 *	
	AVG. AUD. BY ¼ HR. %			17.0	17.9	19.7	21.6	23.8	24.0	20.6	21.4	20.7	19.1	18.3	18.3	18.1	17.1	
TV HOUSEHOLDS USING TV		WK 1	59.9	62.2	63.0	64.6	65.4	67.1	67.3	68.8	69.0	70.2	68.6	67.5	63.7	61.3	58.3	56.2
(See Def. 1)		WK 2	57.1	58.9	60.4	62.4	64.0	65.6	66.1	67.0	68.1	69.8	69.0	67.7	65.9	63.6	61.7	59.1

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-75

(1) FOR REM. RATINGS, SEE OP. PAGES.

EVE. • MON. DEC. 14, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. DEC. 8, 1970

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			14,360 23.9				18,990 31.6							18,270 30.4			
		AVERAGE AUDIENCE (Households (000) & %)			12,320 20.5 33	19.5* 32 *			13,880 23.1 34 *	21.1* 37 *			23.0* 36 *		25.0* 41 *	16,110 26.8 48	26.5* 46 *		27.0* 49 *
		SHARE OF AUDIENCE %			18.8	20.3	21.4	21.6	21.2	21.0	22.6	23.4	24.7	25.4	26.0	27.1	27.4		26.7
		AVG. AUD. BY ¼ HR. %																	
W E E K 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)			11,720 19.5		10,280 17.1		15,630 26.0				10,040 16.7		6,610 11.0				
		AVERAGE AUDIENCE (Households (000) & %)			10,340 17.2 28		9,680 16.1 26		12,200 20.3 32	19.7* 32 *			20.8* 33 *	15.0 25		5,110 8.5 15	9.0* 16 *		8.0* 14 *
		SHARE OF AUDIENCE %			16.8	17.5	16.0	16.2	19.1	20.4	21.3	20.3	15.2	14.8	9.5	8.5	8.4		7.6
		AVG. AUD. BY ¼ HR. %																	
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)			12,680 21.1				9,800 16.3				14,120 23.5						
		AVERAGE AUDIENCE (Households (000) & %)			10,280 17.1 28	16.2* 26 *			9,080 15.1 29 *	18.0* 29 *			9,560 15.9 27	13.5* 21 *	15.7* 26 *		17.6* 31 *		16.9* 31 *
		SHARE OF AUDIENCE %			15.8	16.5	17.8	18.2	15.0	15.2	13.4	13.6	15.4	16.0	17.8	17.5	17.3		16.4
		AVG. AUD. BY ¼ HR. %																	
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)			11,900 19.8		12,680 21.1		18,330 30.5				13,100 21.8		6,430 10.7				
		AVERAGE AUDIENCE (Households (000) & %)			10,820 18.0 29		11,720 19.5 31		14,360 23.9 38	23.3* 37 *			24.5* 39 *	19.7 33		5,650 9.4 17			
		SHARE OF AUDIENCE %			17.5	18.4	19.1	19.8	22.6	24.0	24.0	24.9	19.8	19.6		8.9			
		AVG. AUD. BY ¼ HR. %																	
W E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)			11,180 18.6				15,990 26.6										
		AVERAGE AUDIENCE (Households (000) & %)			8,530 14.2 23	14.0* 23 *			7,210 12.0 21	12.4* 20 *			12.0* 19 *		11.7* 20 *		12.1* 22 *		11.8* 23 *
		SHARE OF AUDIENCE %			14.0	14.1	14.7	14.1	12.9	11.9	12.7	11.4	11.8	11.6	12.4	11.8	12.0		11.6
		AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV WK 1			56.8	58.0	60.2	62.5	62.9	63.0	61.7	63.0	63.3	62.6	60.7	61.1	57.9	56.6	56.2		54.2
(See Def. 1)			57.5	58.6	60.6	61.8	62.9	64.2	63.2	62.8	62.6	62.1	60.2	59.2	56.5	54.6	52.8		50.9

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-75

EVE. • TUE. DEC. 15, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. DEC. 9, 1970

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00		
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			14,660 24.4		14,120 23.5				13,580 22.6				11,060 18.4						
		AVERAGE AUDIENCE (Households (000) & %)			13,220 22.0		10,820 18.0		17.7* 29		18.2* 29 *		17.3 28		17.6* 28 *		16.9* 27 *		8,170 13.6	14.0* 25	13.1* 25 *
		SHARE OF AUDIENCE %			36		29		28 *		29 *		28		28 *		27 *		25 *		25 *
		AVG. AUD. BY ¼ HR. %			21.2	22.9	17.5	17.9	18.7	17.8	17.7	17.5	17.0	16.9	14.4	13.6	13.6	12.6			
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)			11,660 19.4				10,580 17.6		16,590 27.6				17,790 29.6						
		AVERAGE AUDIENCE (Households (000) & %)			8,590 14.3	13.6*		15.0* 24 *	15.2 24		9,140 15.2		13,640 22.7	22.0* 35 *		23.4* 38 *	25.4 46	25.0* 44 *		25.8* 48 *	
		SHARE OF AUDIENCE %			23	22 *		24 *	24		24		37	35 *		38 *	46	44 *		48 *	
		AVG. AUD. BY ¼ HR. %			13.6	13.5	15.0	15.0	14.1	16.3	21.2	22.8	23.7	23.2	24.1	25.9	26.5	25.1			
W E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)			15,330 25.5						12,320 20.5										
		AVERAGE AUDIENCE (Households (000) & %)			10,700 17.8	15.8*		18.4* 29 *		19.3* 31 *		8,470 14.1	14.2* 23 *		13.9* 23 *						
		SHARE OF AUDIENCE %			28	26 *		29 *		31 *		23	23 *		23 *						
		AVG. AUD. BY ¼ HR. %			15.3	16.3	18.1	18.6	19.7	18.9	14.5	13.9	13.0	13.9	11.5						
W E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)			11,900 19.8						16,950 28.2				18,690 31.1						
		AVERAGE AUDIENCE (Households (000) & %)			7,330 12.2		7,450 12.4		8,590 14.3		8,590 14.3	14.2* 22 *		14.3* 22 *	5,470 9.1	9.0* 16 *		9.2* 17 *			
		SHARE OF AUDIENCE %			20		19		22		22	22 *		22 *	16	16 *		17 *			
		AVG. AUD. BY ¼ HR. %			11.9	12.6	12.0	12.8	13.8	14.7	13.4	15.0	14.7	13.9	8.7	9.2	9.5	8.9			
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)			11,900 19.8				8,470 14.1		16,950 28.2				18,690 31.1						
		AVERAGE AUDIENCE (Households (000) & %)			8,410 14.0	13.1*		14.8* 23 *	7,750 12.9		14,300 23.8	23.0* 36 *		24.6* 38 *	15,510 25.8	26.2* 45 *		25.4* 46 *			
		SHARE OF AUDIENCE %			22	22 *		23 *	20		37	36 *		38 *	46	45 *		46 *			
		AVG. AUD. BY ¼ HR. %			13.0	13.2	14.5	15.1	12.7	13.1	21.9	24.1	24.8	24.3	26.6	25.9	25.9	24.9			
W E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)			18,270 30.4		22,420 37.3				15,630 26.0				13,580 22.6						
		AVERAGE AUDIENCE (Households (000) & %)			15,930 26.5		17,970 29.9				12,140 20.2	21.1* 33 *		19.4* 30 *	11,240 18.7	19.2* 33 *		18.2* 33 *			
		SHARE OF AUDIENCE %			44		46				31	33 *		30 *	33	33 *		33 *			
		AVG. AUD. BY ¼ HR. %			25.9	27.2	28.9	29.6	31.0	30.0	22.3	19.8	19.4	19.3	19.4	19.0	18.5	18.0			
TV HOUSEHOLDS USING TV WK 1			56.5	58.3	60.8	62.4	63.1	63.1	62.8	63.0	62.4	62.1	61.8	61.3	56.9	56.5	55.3	51.6			
(See Def. 1)			WK 2	54.2	56.9	60.0	61.7	63.4	64.6	64.8	65.4	64.5	64.9	64.7	58.4	57.0	55.8	53.8			

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-75

EVE. • WED. DEC. 16, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. DEC. 10, 1970

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			9,260 15.4				10,880 18.1		9,140 15.2		10,040 16.7		8,410 14.0				
	AVERAGE AUDIENCE (Households (000) & %)			6,430 10.7				9,380 15.6		7,750 12.9		8,470 14.1		6,790 11.3				
	SHARE OF AUDIENCE %			16				16 *		19		22		19				
	AVG. AUD. BY ¼ HR. %			10.4				14.6		12.7		13.3		14.9				
	Pres. Nixon's News Conference (7:00-7:35PM) (Sustainer) ← Matt Lincoln (7:35-8:30PM) → Bewitched → Barefoot in the Park → The Odd Couple → The Immortal →																	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)			14,480 24.1		18,630 31.0				18,750 31.2								
	AVERAGE AUDIENCE (Households (000) & %)			12,800 21.3		12,920 21.5				12,500 20.8								
	SHARE OF AUDIENCE %			32		31				32 *		34		35 *				
	AVG. AUD. BY ¼ HR. %			20.2		20.9				23.0		20.3		22.2		22.1		20.0
	Pres. Nixon's News Conference (7:00-7:40PM) (Sustainer) ← Family Affair (7:40-8:10PM) (1) → Jim Nabor's Hour (8:10-9:10PM) (1) → CBS Thursday Night Movies "CHUCKA" (9:10-11:10PM) (1) →																	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)			21,640 36.0				18,570 30.9				12,560 20.9		15,390 25.6				
	AVERAGE AUDIENCE (Households (000) & %)			16,290 27.1				14,420 24.0				10,700 17.8		11,960 19.9				
	SHARE OF AUDIENCE %			41				42 *				34 *		35				
	AVG. AUD. BY ¼ HR. %			23.0				29.2				25.4		21.1				
	Pres. Nixon's News Conference (7:00-7:35PM) (Sustainer) ← Flip Wilson Show (7:35-8:35PM) (1) → Ironside (8:35-9:35PM) (1) → Nancy (9:35-10:05PM) (1) → Dean Martin Show (10:05-11:05PM) (1) →																	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)			6,370 10.6				8,110 13.5		5,110 8.5		7,390 12.3		5,710 9.5				
	AVERAGE AUDIENCE (Households (000) & %)			17				18 *		14		21		17				
	SHARE OF AUDIENCE %			10.3				11.5		8.7		8.3		9.4				
	AVG. AUD. BY ¼ HR. %			9.7				13.2		13.7		12.3		9.5				
	← Matt Lincoln → Bewitched → Barefoot in the Park → The Odd Couple → The Immortal →																	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)			11,960 19.9		17,490 29.1				19,350 32.2								
	AVERAGE AUDIENCE (Households (000) & %)			10,580 17.6		12,500 20.8				12,680 21.1								
	SHARE OF AUDIENCE %			30		33				36 *		34 *		38 *				
	AVG. AUD. BY ¼ HR. %			16.8		18.4				23.3		20.3		22.6		22.0		21.6
	Family Affair ← Jim Nabor's Hour → CBS Thursday Night Movies "WHERE ANGELS GO—TROUBLE FOLLOWS" (9:00-11:00PM) →																	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)			20,730 34.5				18,090 30.1				10,640 17.7		14,240 23.7				
	AVERAGE AUDIENCE (Households (000) & %)			15,750 26.2				14,240 23.7				9,140 15.2		11,540 19.2				
	SHARE OF AUDIENCE %			43				43 *				41 *		35				
	AVG. AUD. BY ¼ HR. %			25.4				22.4				25.2		19.2				
	← Flip Wilson Show → Ironside → Nancy → Dean Martin Show →																	
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	58.5	60.5	63.0	65.8	67.2	68.0	69.0	68.7	69.0	68.3	65.5	64.0	61.3	59.8	57.9	54.8
		WK 2	52.4	55.3	58.5	59.5	61.0	63.3	63.0	63.1	61.4	60.8	59.8	57.8	56.1	55.7	55.2	51.5

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).
 (B) Originated in Black & White. (R) Repeat, See page 8. (OP) Other Programs: See Pages 72-75

(1) FOR REM. RATINGS, SEE OP PAGES.

EVE. • THU. DEC. 17, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. DEC. 11, 1970

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)			10,760 17.9		10,580 17.6		12,380 20.6		9,800 16.3		8,770 14.6		8,110 13.5				
	ABC TV			Brady Bunch		Nanny and the Professor		Partridge Family		That Girl		Love, American Style		This Is Tom Jones				
	AVERAGE AUDIENCE (Households (000) & %)			9,620 16.0		9,620 16.0		11,480 19.1		8,590 14.3		7,990 13.3		5,650 9.4		9.7*		9.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			28 15.2	16.8	27 15.5	16.6	32 18.9	19.4	24 14.7	13.9	23 13.2	13.4	17 10.0		18 *	9.2	17 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)			11,060 18.4				10,580 17.6		17,370 28.9								
	CBS TV			The Interns				The Headmaster		CBS Friday Night Movies HEAVY COME, EASY GO (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)			8,890 14.8	14.3*		15.2*	9,500 15.8		11,780 19.6	18.2*		19.9*		21.0*		19.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			26 14.3	25 *	26 *	15.1	27 15.6	16.0	35 17.4	31 *	34 *	20.2	34 *	20.8	38 *	21.4	37 *
W E K 3	TOTAL AUDIENCE (Households (000) & %)			12,380 20.6				15,210 25.3						10,400 17.3				
	NBC TV			High Chaparral				Name of the Game				Bracken's World						
	AVERAGE AUDIENCE (Households (000) & %)			9,920 16.5	15.6*		17.4*	10,940 18.2	18.4*		18.5*		17.7*	8,170 13.6	13.3*		14.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			29 15.4	28 *	30 *	17.7	31 18.5	31 *	32 *	32 *	30 *	17.7	25 13.1	24 *	27 *	13.8	27 *
W E K 4	TOTAL AUDIENCE (Households (000) & %)			11,300 18.8		10,760 17.9		12,380 20.6		10,760 17.9		10,460 17.4		7,930 13.2		14.5*		12.0*
	ABC TV			Brady Bunch		Nanny and the Professor		Partridge Family		That Girl		Love, American Style		The Smokey Robinson Show (Foberge)				
	AVERAGE AUDIENCE (Households (000) & %)			9,980 16.6		9,800 16.3		11,660 19.4		10,760 17.9		10,460 17.4		7,930 13.2		14.5*		12.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			29 15.6	17.6	29 16.0	16.6	34 18.9	20.0	31 18.2	23 *	30 17.2	17.6	25 14.9	26 *	27 *	12.3	23 *
W E K 5	TOTAL AUDIENCE (Households (000) & %)			10,760 17.9				9,140 15.2		12,980 21.6								
	CBS TV			The Interns				The Headmaster		CBS Friday Night Movies ONCE A THIEF (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)			8,710 14.5	14.1*		14.8*	8,170 13.6		8,290 13.8	13.2*		12.7*		14.8*		14.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			26 13.9	25 *	26 *	14.8	24 13.5	13.8	25 13.2	23 *	22 *	22 *	14.5	27 *	15.0	28 *	
W E K 6	TOTAL AUDIENCE (Households (000) & %)			13,880 23.1				16,530 27.5						11,060 18.4				
	NBC TV			High Chaparral				Name of the Game				Bracken's World						
	AVERAGE AUDIENCE (Households (000) & %)			10,760 17.9	17.7*		18.2*	11,480 19.1	18.0*		19.3*		20.0*	8,170 13.6	13.5*	13.7*		13.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			32 17.6	31 *	32 *	18.2	33 18.2	31 *	33 18.8	33 *	35 *	19.7	26 13.8	25 *	27 *	13.8	27 *
TV HOUSEHOLDS USING TV		WK 1	54.7	55.0	55.8	57.2	58.1	59.6	59.2	59.2	58.7	58.7	58.2	58.2	55.7	55.0	54.4	51.2
(See Def. 1)		WK 2	51.5	53.3	56.1	56.7	56.3	57.0	57.0	58.2	57.9	57.5	57.8	58.0	55.7	54.4	52.6	50.1

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-75

EVE. • FRI. DEC. 18, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. DEC. 12, 1970

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			9,380 15.6		9,980 16.6		12,620 21.0				9,200 15.3						
		AVERAGE AUDIENCE (Households (000) & %)			8,290 13.8		9,140 15.2		9,500 15.8	15.1*			6,430 10.7						
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			23 13.1		25 14.5		24 15.0	24 *			26 16.0						
		PROGRAMS			Let's Make a Deal		Newlywed Game		Lawrence Welk Show				Most Deadly Game						
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)			14,240 23.7				12,860 21.4		12,800 21.3		15,090 25.1		18,210 30.3				
		AVERAGE AUDIENCE (Households (000) & %)			11,600 19.3				11,720 19.5		11,420 19.0		13,760 22.9		15,030 25.0				
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			32 18.2				31 19.1		31 18.2		38 22.5		43 23.2				
		PROGRAMS			Mission: Impossible				My Three Sons		Arnie		Mary Tyler Moore Show		Mannix				
W E K 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)	20,370 33.9								16,710 27.8								
		AVERAGE AUDIENCE (Households (000) & %)	12,380 20.6								11,180 18.6								
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	34 17.9								31 19.1								
		PROGRAMS																	
W E K 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)																	
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
		PROGRAMS																	
W E K 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)																	
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
		PROGRAMS																	
W E K 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)																	
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
		PROGRAMS																	

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).
 (B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-75

EVE. • SAT. DEC. 19, 1970

NATIONAL Nielsen TV AUDIENCE ESTIMATES																		
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %) { 18,330 30.5 18,630 31.0 16,410 27.3																
		AVERAGE AUDIENCE (Households (000) & %) { 14,360 23.9 22.3* 39 25.4* 40* 26.0 39 25.0* 39* 27.1* 40* 18.8 31 19.8* 30* 19.2* 30* 19.0* 32* 17.0* 30*																
		SHARE OF AUDIENCE % 22.1 22.6 24.9 25.9 24.6 25.3 26.8 27.3																
		AVG. AUD. BY 1/4 HR. % 22.1 22.6 24.9 25.9 24.6 25.3 26.8 27.3																
		Santa Claus Is Coming To Town The F.B.I. ABC Sunday Night Movies "HAY WAY OUT" (9:00-11:00PM)																
WEEK 1	CBS TV	TOTAL AUDIENCE (Households (000) & %) { 9,560 15.9 10,220 17.0 14,180 23.6 13,760 22.9 10,100 16.8																
		AVERAGE AUDIENCE (Households (000) & %) { 8,590 14.3 24 14.5 13.8 15.3 18.0 18.9 18.8* 29* 19.0* 28* 18.4 28 18.6* 28* 18.3* 29* 12.7 22 12.5* 21* 12.9* 23*																
		SHARE OF AUDIENCE % 14.1 14.5 13.8 15.3 18.0 18.9 18.8* 29* 19.0* 28* 18.4 28 18.6* 28* 18.3* 29* 12.7 22 12.5* 21* 12.9* 23*																
		AVG. AUD. BY 1/4 HR. % 14.1 14.5 13.8 15.3 18.0 18.9 18.8* 29* 19.0* 28* 18.4 28 18.6* 28* 18.3* 29* 12.7 22 12.5* 21* 12.9* 23*																
		Lassie Hogan's Heroes Ed Sullivan Show Glen Campbell Hour Tim Conway Hour																
WEEK 1	NBC TV	TOTAL AUDIENCE (Households (000) & %) { 9,440 15.7 16,470 27.4 12,320 20.5 18,030 30.0 15,330 25.5																
		AVERAGE AUDIENCE (Households (000) & %) { 8,170 13.6 23 13.8 17.2 16.4 18.4 18.8* 28* 11,300 18.8 28 19.0* 28* 15,030 25.0 39 25.2* 38* 24.8* 39* 12,980 21.6 38 21.6* 37* 21.7* 39*																
		SHARE OF AUDIENCE % 13.5 13.8 17.2 16.4 18.4 18.8* 28* 11,300 18.8 28 19.0* 28* 15,030 25.0 39 25.2* 38* 24.8* 39* 12,980 21.6 38 21.6* 37* 21.7* 39*																
		AVG. AUD. BY 1/4 HR. % 13.5 13.8 17.2 16.4 18.4 18.8* 28* 11,300 18.8 28 19.0* 28* 15,030 25.0 39 25.2* 38* 24.8* 39* 12,980 21.6 38 21.6* 37* 21.7* 39*																
		Wild Kingdom (Mutual of Omaha) Wonderful World of Disney "IT'S TOUGH TO BE A BIRD" (Co-sponsor) Bill Cosby Show (P & G) Bonanza Bold Ones																
WEEK 2	ABC TV	TOTAL AUDIENCE (Households (000) & %) { 7,990 13.3 23 12.8 13.1* 24* 13.5* 23* 13.8 22.7 20.6* 32* 24.7* 38* 10,520 17.5 28 17.8* 27* 17.2* 26* 17.7* 29* 17.2* 30*																
		AVERAGE AUDIENCE (Households (000) & %) { 7,990 13.3 23 12.8 13.1* 24* 13.5* 23* 13.8 22.7 20.6* 32* 24.7* 38* 10,520 17.5 28 17.8* 27* 17.2* 26* 17.7* 29* 17.2* 30*																
		SHARE OF AUDIENCE % 12.8 13.4 13.1 13.8 19.3 21.9 24.6 24.9 18.1 17.5 17.1 17.3 17.8 18.0 16.4																
		AVG. AUD. BY 1/4 HR. % 12.8 13.4 13.1 13.8 19.3 21.9 24.6 24.9 18.1 17.5 17.1 17.3 17.8 18.0 16.4																
		Young Rebels The F.B.I. ABC Sunday Night Movies "THE TROUBLE WITH ANGELS" (9:00-11:00PM)																
WEEK 2	CBS TV	TOTAL AUDIENCE (Households (000) & %) { 13,580 22.6 17,130 28.5 17,550 29.2 12,860 21.4																
		AVERAGE AUDIENCE (Households (000) & %) { 9,320 15.5 27 15.6 15.2* 28* 15.9* 27* 12,020 20.0 31 18.3* 29* 21.8* 33* 14,300 23.8 36 23.5* 36* 24.0* 37* 9,980 16.6 28 17.4* 28* 15.8* 27*																
		SHARE OF AUDIENCE % 15.6 14.8 15.5 16.3 18.2 18.4 21.6 21.9 22.9 24.1 24.2 23.8 17.9 17.0 16.3 15.2																
		AVG. AUD. BY 1/4 HR. % 15.6 14.8 15.5 16.3 18.2 18.4 21.6 21.9 22.9 24.1 24.2 23.8 17.9 17.0 16.3 15.2																
		CBS Children's Hour "J.I.T." Ed Sullivan Show Glen Campbell Hour Jackie Gleason Christmas Special (8)																
WEEK 2	NBC TV	TOTAL AUDIENCE (Households (000) & %) { 11,300 18.8 20,370 33.9 10,940 18.2 15,750 26.2 15,390 25.6																
		AVERAGE AUDIENCE (Households (000) & %) { 9,860 16.4 30 15.3 13,820 23.0 37 23.3* 39* 22.7* 36* 9,740 16.2 25 22.2* 33* 13,340 22.2 34 21.9* 33* 22.4* 34* 13,160 21.9 37 21.8* 35* 21.9* 38*																
		SHARE OF AUDIENCE % 15.3 17.5 22.7 23.9 23.6 21.8 16.2 16.2 21.6 22.3 22.5 22.3 21.5 22.1 22.2 21.7																
		AVG. AUD. BY 1/4 HR. % 15.3 17.5 22.7 23.9 23.6 21.8 16.2 16.2 21.6 22.3 22.5 22.3 21.5 22.1 22.2 21.7																
		Wild Kingdom (Mutual of Omaha) Wonderful World of Disney "FROM ALL OF US TO ALL OF YOU" (Gulf Oil Corp.) Bill Cosby Show (P & G) Bonanza Bold Ones																
TV HOUSEHOLDS USING TV WK 1 WK 2		59.5 54.4	60.6 55.7	62.7 58.2	63.4 60.7	64.0 63.3	65.5 64.2	66.4 65.3	67.6 66.1	66.5 65.5	65.1 66.1	64.7 66.1	63.2 65.4	59.3 62.5	58.2 61.0	57.1 59.2	55.0 56.1	
* Half-hour ratings (for immediately preceding and subject quarter-hours).																		
EVE • SUN DEC. 20, 1971																		

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. DEC. 28, 1970

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			9,020 15.0				6,670 11.1										
		AVERAGE AUDIENCE (Households (000) & %)			6,430 10.7	10.7*		10.7*	5,950 9.9										
		SHARE OF AUDIENCE %			16	17 *		16 *	15										
		AVG. AUD. BY ¼ HR. %			10.8	10.5	10.4	10.9	10.1	9.8									
CBS TV	TOTAL AUDIENCE (Households (000) & %)			18,990 31.6				16,590 27.6		15,270 25.4		14,420 24.0		16,590 27.6					
	AVERAGE AUDIENCE (Households (000) & %)			15,510 25.8	24.9*		26.7*	15,030 25.0		13,820 23.0		13,460 22.4		13,700 22.8	23.5*		22.0*		
	SHARE OF AUDIENCE %			39	39 *		40 *	37		34		34		38	38 *		39 *		
	AVG. AUD. BY ¼ HR. %			24.1	25.7	27.0	26.3	24.5	25.6	23.2	22.8	22.3	22.5	23.3	23.8	22.9	21.1		
NBC TV	TOTAL AUDIENCE (Households (000) & %)			12,140 20.2		16,350 27.2				16,350 27.2									
	AVERAGE AUDIENCE (Households (000) & %)			10,880 18.1		12,740 21.2		20.0*		22.5*	19.0	19.0*		19.2*		19.2*	18.7*		
	SHARE OF AUDIENCE %			28		32		30 *		33 *	30	28 *		30 *		31 *	33 *		
	AVG. AUD. BY ¼ HR. %			17.4	18.7	19.3	20.6	22.4	22.6	18.9	19.1	19.5	18.8	18.9	19.4	19.3	18.1		
W E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)			10,160 16.9				8,830 14.7						14,840 24.7				
		AVERAGE AUDIENCE (Households (000) & %)			8,230 13.7	13.3*		14.0*	7,990 13.3						12,620 21.0	21.1*		21.0*	
		SHARE OF AUDIENCE %			20	20 *		20 *	18						35	34 *		36 *	
		AVG. AUD. BY ¼ HR. %			13.4	13.3	13.8	14.2	13.2	13.3					20.6	21.5	21.4	20.6	
CBS TV	TOTAL AUDIENCE (Households (000) & %)			19,830 33.0				18,810 31.3							17,910 29.8				
	AVERAGE AUDIENCE (Households (000) & %)			15,930 26.5	25.6*		27.3*	17,370 28.9						14,840 24.7	25.1*		24.3*		
	SHARE OF AUDIENCE %			38	38 *		38 *	40						42	41 *		42 *		
	AVG. AUD. BY ¼ HR. %			25.1	26.1	27.2	27.4	28.3	29.5					24.5	25.7	24.9	23.7		
NBC TV	TOTAL AUDIENCE (Households (000) & %)			13,700 22.8		19,530 32.5													
	AVERAGE AUDIENCE (Households (000) & %)			11,960 19.9		14,900 24.8		23.4*		26.1*									
	SHARE OF AUDIENCE %			30		34		33 *		36 *									
	AVG. AUD. BY ¼ HR. %			18.7	21.1	22.6	24.3	26.0	26.2										
TV HOUSEHOLDS USING TV			WK 1	58.9	60.6	63.4	64.8	66.8	67.6	67.1	67.6	67.3	66.6	65.6	64.3	62.7	61.4	59.0	54.8
(See Def. 1)			WK 2	63.7	64.0	66.0	68.6	70.5	72.0	72.3	73.5	69.7	67.5	65.2	65.0	62.8	60.6	58.7	55.9

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-77

EVE. • MON. JAN. 4, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. DEC. 29, 1970

NATIONAL Nielsen TV AUDIENCE ESTIMATES																			
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			15,090 25.1				17,790 29.6							18,750 31.2				
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
	AVG. AUD. BY 1/4 HR. %																		
ABC TV																			

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-77

EVE. • TUE. JAN. 5, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. DEC. 30, 1970

NATIONAL Nielsen TV AUDIENCE ESTIMATES																			
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)				11,060 18.4		10,280 17.1		9,380 15.6		9,800 16.3			7,750 12.9				
		AVERAGE AUDIENCE (Households (000) & %)				9,560 15.9		9,080 15.1		8,230 13.7		7,450 12.4			6,370 10.6				
		SHARE OF AUDIENCE %				25		23		21		19			18				
		AVG. AUD. BY ¼ HR. %				15.2	16.5	15.0	15.3	13.7	13.8	12.8	12.7	12.6	11.5	10.4	10.6*	10.5*	10.4
						Courtship of Eddie's Father		Make Room for Granddaddy		Room 222		Johnny Cash Show				Dan August			
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)				13,280 22.1				9,680 16.1		15,210 25.3			15,510 25.8				
		AVERAGE AUDIENCE (Households (000) & %)				9,860 16.4	16.1*			8,830 14.7		12,740 21.2			12,800 21.3		21.2*	21.4*	
		SHARE OF AUDIENCE %				25	25 *			26 *	22	32	31 *		32 *	35	34 *	37 *	
		AVG. AUD. BY ¼ HR. %				16.0	16.1	16.5	17.0	14.2	15.2	20.3	21.1	21.7	21.5	21.4	20.9	21.8	21.0
						CBS News Adventure "THE FROZEN WORLD OF SEALS & WALRUS"				Governor and J. J.		Medical Center		Hawaii Five-O					
W E K 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)				18,150 30.2						14,600 24.3			14,000 23.3				
		AVERAGE AUDIENCE (Households (000) & %)				13,280 22.1	20.6*			21.7*		11,720 19.5			11,120 18.5		18.6*	18.4*	
		SHARE OF AUDIENCE %				34	33 *			33 *		29			31		30 *	32 *	
		AVG. AUD. BY ¼ HR. %				20.2	21.1			22.0		18.6*			20.4*		18.6*	17.9	
						Men from Shiloh				Kraft Music Hall (Kraftco)				Four-In-One					
W E K 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)				12,080 20.1		10,820 18.0		10,640 17.7		12,320 20.5			8,350 13.9				
		AVERAGE AUDIENCE (Households (000) & %)				10,580 17.6		10,040 16.7		9,380 15.6		9,260 15.4			7,150 11.9		11.7*	12.2*	
		SHARE OF AUDIENCE %				26		23		22		22			20		19 *	21 *	
		AVG. AUD. BY ¼ HR. %				17.0	18.2	16.6	16.8	15.1	16.1	16.8	15.9	14.9	14.1	11.4	12.0	12.3	12.0
						Courtship of Eddie's Father		Make Room for Granddaddy		Room 222		Johnny Cash Show				Dan August			
W E K 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)				19,530 32.5						22,660 37.7			19,170 31.9				
		AVERAGE AUDIENCE (Households (000) & %)				14,600 24.3	20.9*			24.8*		19,710 32.8			16,530 27.5		28.1*	26.9*	
		SHARE OF AUDIENCE %				34	30 *			35 *		38 *			48 *		45 *	47 *	
		AVG. AUD. BY ¼ HR. %				20.3	21.4	24.5	25.2	26.7	27.8	32.1	33.3	33.6	32.3	28.0	28.2	27.6	26.3
						Cinderella®				Medical Center				Hawaii Five-O					
W E K 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)				18,990 31.6						13,580 22.6			12,080 20.1				
		AVERAGE AUDIENCE (Households (000) & %)				14,360 23.9	22.7*			24.0*		9,980 16.6			9,680 16.1		17.0*	15.1*	
		SHARE OF AUDIENCE %				34	33 *			34 *		24			27		27 *	26 *	
		AVG. AUD. BY ¼ HR. %				22.5	22.9	23.9	24.1	25.4	24.6	17.1	16.6	16.0	16.8	17.8	16.2	15.4	14.8
						Men from Shiloh				Kraft Music Hall (Kraftco)				Four-In-One					
TV HOUSEHOLDS USING TV		WK 1	58.8	60.6	62.4	64.3	65.0	66.1	66.3	67.2	67.0	67.2	67.0	66.6	62.4	61.4	59.7	57.2	
(See Def. 1)		WK 2	63.6	65.4	67.9	70.1	70.8	71.8	72.1	72.5	70.6	70.7	69.9	68.6	63.5	61.3	59.1	56.3	

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-77

EVE. • WED. JAN. 6, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. DEC. 31, 1970

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)		8,590 14.3		7,390 12.3		6,370 10.6		6,910 11.5		5,830 9.7							
				Matt Lincoln		Bewitched		Barefoot in the Park		The Odd Couple		The Immortal							
		AVERAGE AUDIENCE (Households (000) & %)		6,190 10.3		6,670 11.1		5,650 9.4		6,310 10.5		4,270 7.1		7.1*		7.1*		7.1*	
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		17.4		19.3		16.7		17.3		18.5		19.1		13.6		13.6	
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)		12,500 20.8		15,390 25.6		12,740 21.2		(1)									
				Family Affair		Jim Nabor's Hour		CBS Thursday Night Movies "CHAMBER OF HORRORS" (9:00-10:55PM)											
		AVERAGE AUDIENCE (Households (000) & %)		11,060 18.4		10,760 17.9		8,410 14.0		13.6*		14.8*		13.9*		13.9*		13.6*	
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		30		30		26		24 *		27 *		27 *		27 *		27 *	
W E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)		13,940 23.2		15,510 25.8		10,520 17.5		14,240 23.7									
				Orange Bowl Parade (Laver Bros.)		Ironside		Nancy		Dean Martin Show									
		AVERAGE AUDIENCE (Households (000) & %)		10,280 17.1		11,660 19.4		9,560 15.9		11,840 19.7		19.7*		19.7*		19.7*		19.7*	
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		28		29 *		30 *		37 *		39 *		38 *		38 *		39 *	
W E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)		10,820 18.0		13,400 22.3		10,460 17.4		10,520 17.5									
				Matt Lincoln		Changing Scene (Gen. Motors-Chevrolet)		The Odd Couple		The Immortal									
		AVERAGE AUDIENCE (Households (000) & %)		8,350 13.9		9,440 15.7		9,380 15.6		8,650 14.4		14.2*		14.2*		14.2*		14.6*	
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		19		21 *		21 *		23		24		22 *		22 *		26 *	
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)		13,580 22.6		19,830 33.0		21,580 35.9		(2)									
				Family Affair		Jim Nabor's Hour		CBS Thursday Night Movies® "BRIDGE ON RIVER KWAI" PART 1 (9:00-10:50PM)											
		AVERAGE AUDIENCE (Households (000) & %)		12,560 20.9		13,580 22.6		14,360 23.9		23.0*		25.7*		24.4*		24.4*		22.0*	
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		30		31		35 *		31 *		37 *		38 *		38 *		38 *	
W E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)		23,500 39.1		21,820 36.3		12,800 21.3		14,300 23.8									
				Flip Wilson Show		Ironside		Nancy		Dean Martin Show									
		AVERAGE AUDIENCE (Households (000) & %)		18,930 31.5		17,190 28.6		11,480 19.1		11,120 18.5		19.4*		19.4*		19.4*		17.6*	
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		44		45 *		39 *		39 *		31		31 *		31 *		31 *	
TV HOUSEHOLDS USING TV		WK 1	58.1	58.9	60.4	61.3	60.3	59.8	59.1	58.7	56.8	55.8	54.6	53.9	52.0	51.3	50.8	49.6	
(See Def. 1)		WK 2	64.8	67.1	69.2	71.7	73.1	74.2	74.0	74.3	74.2	73.2	69.9	68.2	64.8	62.4	59.6	54.7	

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat. See page 8.

(OP) Other Programs: See Pages 72-77

(1) RURAL SPEC (10:55-11:00PM) (SUSTA INER)

(2) COLD TURKEY (10:50-11:00PM) (SUSTA INER)

EVE. • THU. JAN. 7, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. JAN. 1, 1971

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV			9,980 16.6		11,240 18.7		13,700 22.8		10,520 17.5		10,400 17.3		7,510 12.5				
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)			9,140 15.2		10,220 17.0		12,440 20.7		9,800 16.3		9,200 15.3		4,990 8.3		9.5*		7.1*
SHARE OF AUDIENCE %			23		26		31		25		24		14		16 *		12 *
AVG. AUD. BY ¼ HR. %			14.8	15.6	16.2	17.8	20.5	20.9	16.3	16.3	15.1	15.4	10.3	8.6	7.5	6.7	
CBS TV			13,940 23.2				12,620 21.0		18,270 30.4								
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)			11,060 18.4	17.2*		19.6*	18.5		21.9	19.7*		21.4*		23.4*		22.9*	
SHARE OF AUDIENCE %			28	26 *		29 *	28		35	30 *		33 *		38 *		39 *	
AVG. AUD. BY ¼ HR. %			16.9	17.5	19.4	19.8	18.0	19.1	19.2	20.2	21.4	21.4	23.2	23.6	23.9	22.0	
NBC TV					24,100 40.1												
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)					14,720 24.5	26.4*		25.7*		24.0*		21.8*		23.6*		24.6*	
SHARE OF AUDIENCE %					39	41 *		39 *		37 *		34 *		37 *		40 *	
AVG. AUD. BY ¼ HR. %					26.4	26.4	26.2	25.2	24.3	23.7	21.5	22.0	22.9	24.2	24.1	25.0	
ABC TV			14,360 23.9		12,680 21.1		11,600 19.3		11,000 18.3		10,220 17.0		10,460 17.4				
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)			12,440 20.7		11,960 19.9		10,760 17.9		10,220 17.0		9,380 15.6		6,910 11.5		11.6*		11.5*
SHARE OF AUDIENCE %			32		30		27		27		25		20		19 *		21 *
AVG. AUD. BY ¼ HR. %			19.5	21.9	19.8	20.1	17.8	18.0	16.6	17.3	15.6	15.5	11.9	11.3	11.2	11.8	
CBS TV			15,030 25.0				16,290 27.1		20,970 34.9								
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)			11,600 19.3	18.5*		20.1*	25.1		14,480 24.1	23.4*		24.0*		24.9*		24.2	
SHARE OF AUDIENCE %			29	28 *		30 *	38		39	37 *		38 *		42 *			
AVG. AUD. BY ¼ HR. %			18.4	18.7	20.0	20.1	24.6	25.6	23.7	23.1	24.1	23.9	24.7	25.0			
NBC TV			15,750 26.2				15,690 26.1						13,160 21.9				
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)			11,900 19.8	19.7*		20.0*	18.8		11,300 18.3	19.5*		18.7*		16.8*		16.7*	
SHARE OF AUDIENCE %			30	30 *		30 *	29		30 *	30 *		30 *		28 *		30 *	
AVG. AUD. BY ¼ HR. %			20.0	19.4	20.1	19.9	18.6	18.1	19.5	19.5	18.9	18.4	16.9	16.8	16.4	17.0	
TV HOUSEHOLDS USING TV	WK 1	64.0	64.7	64.9	65.3	66.3	67.0	67.3	66.0	65.0	64.3	63.5	61.2	60.6	59.2	57.4	
(See Def. 1)	WK 2	60.4	63.3	65.1	66.3	67.2	67.6	65.9	64.5	63.7	63.0	62.6	60.6	59.5	57.6	53.1	

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page 8. (OP) Other Programs: See Pages 72-77

(1) FOR RATINGS, SEE OP PAGES. (2) FOR REM. RATINGS, SEE OP PAGES. (3) "LOST VALLEY" (10:45-11:00PM) (SUSTA INFO)

EVE. • FRI. JAN. 8, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • SAT. JAN. 2, 1971

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					9,200 15.3			12,380 20.6					9,860 16.4				
AVERAGE AUDIENCE (Households (000) & %)					8,110 13.5			9,020 15.0					7,210 12.0				
SHARE OF AUDIENCE %					22			24					20				
AVG. AUD. BY ¼ HR. %	14.3	14.6	15.4	14.6	12.7	14.3	14.8	14.4	15.3	15.7	15.7	11.7	11.7	12.4	12.4	12.3	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					15,210 25.3			13,400 22.3			15,090 25.1			16,170 26.9			20,010 33.3
AVERAGE AUDIENCE (Households (000) & %)					12,140 20.2			12,560 20.9			13,700 22.8			15,090 25.1			16,710 27.8
SHARE OF AUDIENCE %					32			33			36			41			48
AVG. AUD. BY ¼ HR. %	18.7	19.9	21.3	21.0	20.5	21.3	22.2	23.4	24.8	25.5	26.0	27.7	29.3	28.2	28.7	28.2	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					16,650 27.7			13,760 22.9			17,070 28.4						
AVERAGE AUDIENCE (Households (000) & %)					12,500 20.8			12,740 21.2			9,320 15.5			16,970 27.8			14,110 23.5
SHARE OF AUDIENCE %					33			34			26			27			25
AVG. AUD. BY ¼ HR. %	19.3	21.0	22.1	20.6	20.9	21.5	18.0	15.7	16.7	16.6	13.6	14.4	14.9	14.2	14.1	14.2	
1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					11,480 19.1			11,900 19.8			13,880 23.1			9,080 15.1			
AVERAGE AUDIENCE (Households (000) & %)					10,400 17.2			10,880 18.1			10,580 17.6			6,970 11.6			
SHARE OF AUDIENCE %					31			27			27			19			
AVG. AUD. BY ¼ HR. %	17.1	17.3	17.1	17.5	17.2	19.0	17.4	17.1	18.1	17.6	12.3	11.7	11.4	11.0	11.2	11.0	
W																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					16,410 27.3			13,640 22.7			13,100 21.8			14,000 23.3			16,770 27.9
AVERAGE AUDIENCE (Households (000) & %)					13,220 22.0			12,980 21.6			12,260 20.4			12,740 21.2			13,580 22.6
SHARE OF AUDIENCE %					34			34			31			34			39
AVG. AUD. BY ¼ HR. %	21.0	22.0	22.4	22.6	21.2	22.1	20.3	20.5	20.5	22.0	20.9	21.5	23.9	24.2	24.0	24.2	
E																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					15,150 25.2			14,360 23.9			16,890 28.1						
AVERAGE AUDIENCE (Households (000) & %)					11,300 18.8			13,520 22.5			11,960 19.9			20,770 34.7			18,990 31.3
SHARE OF AUDIENCE %					29			30			33			34			34
AVG. AUD. BY ¼ HR. %	17.2	18.4	19.9	19.7	22.3	22.7	19.2	19.8	21.0	20.4	20.6	20.0	20.0	17.7	18.9	17.7	
K																	
TV HOUSEHOLDS USING TV WK 1	57.6	59.0	61.7	62.7	62.8	62.2	62.1	62.7	62.9	62.8	61.4	61.3	60.1	59.4	57.0	55.4	
(See Def. 1)	58.5	60.0	62.3	63.9	65.2	66.7	66.6	66.8	65.0	65.0	61.9	61.3	59.2	58.8	58.0	56.1	

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-77

(1) FOR RATINGS, SEE PAGE 48. (2) FOR REM. RATINGS, SEE OP. PAGES. (3) FOR RATINGS, SEE PAGE 49.

EVE • SAT. JAN. 9, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. JAN. 3, 1971

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)	10,220 17.0				17,850 29.7				17,430 29.0								
		AVERAGE AUDIENCE (Households (000) & %)	7,570 12.6	12.3*		12.9*	24.7 35	22.6*		26.8*	10,760 17.9	19.3*		19.0*		20.0*	18.6*		
		SHARE OF AUDIENCE %	19	18*		19*	35	32*		38*	30	27*		27*		31*	31*		
		AVG. AUD. BY ¼ HR. %	11.8	12.9	12.7	13.1	21.6	23.5	26.7	26.9	19.7	18.9	18.8	19.1	20.1	19.8	19.0	18.2	
			Young Rebels			The F.B.I.			ABC Sunday Night Movies® "SPARTACUS" PART I (9:00-11:45PM) (1)										
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					16,110 26.8				15,810 26.3				10,700 17.8				
		AVERAGE AUDIENCE (Households (000) & %)					12,080	19.2*		21.0*	12,620 21.0	21.7*		20.2*	8,410 14.0	14.7*	13.4*		
		SHARE OF AUDIENCE %					28	27*		29*	30	30*		29*	23	23*	23*		
		AVG. AUD. BY ¼ HR. %	33.0	32.5	33.1	32.5	19.7	18.7	20.8	21.3	21.8	21.7	20.4	19.9	14.8	14.6	13.6	13.1	
			CBS National Conference Championship Game (DALLAS VS SAN FRANCISCO, 9:00-8:00PM) (2)			Ed Sullivan Show			Glen Campbell Hour			The Honeymooners®							
W E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)	10,320 18.0		19,050 31.7				13,400 22.3		18,870 31.4				15,030 25.0				
		AVERAGE AUDIENCE (Households (000) & %)	9,380 15.6		14,060 23.4				12,020 20.0		16,470 27.4				12,860 21.4				
		SHARE OF AUDIENCE %	23		34				28		39				35				
		AVG. AUD. BY ¼ HR. %	14.5	16.7	20.4	22.2	25.6	25.5	19.9	20.1	26.1	27.5	28.3	27.5	22.1	21.9	21.3	20.3	
			Wild Kingdom (Mutual of Omaha)	Wonderful World of Disney "THREE WITHOUT FEAR" PART I (Gulf Oil Corp.)			Bill Cosby Show (P & G)			Bonanza			Bold Ones						
W E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					13,580 22.6				19,650 32.7								
		AVERAGE AUDIENCE (Households (000) & %)					10,880 18.1	15.7*		20.6*	12,980 21.6	22.3*		21.7*		22.1*	21.6*		
		SHARE OF AUDIENCE %					26	23*		30*	34	32*		31*		35*	36*		
		AVG. AUD. BY ¼ HR. %					14.9	16.5	19.6	21.5	22.7	22.0	21.8	21.5	22.2	22.0	21.6	21.5	
						The F.B.I.			ABC Sunday Night Movies® "IN LIKE FLINT" (9:00-11:20PM) (1)										
W E K 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)	10,520 17.5		12,620 21.0		22,540 37.5				14,780 24.6				9,320 15.5				
		AVERAGE AUDIENCE (Households (000) & %)	9,200 15.3		11,300 18.8		17,370 28.9	25.6*		32.3*	12,440 20.7	21.4*		20.0*	6,670 11.1	11.7*	10.5*		
		SHARE OF AUDIENCE %	25		29		42	37*		46*	29	30*		28*	18	18*	18*		
		AVG. AUD. BY ¼ HR. %	14.4	16.3	18.0	19.6	24.9	26.4	32.2	32.3	21.7	21.0	20.4	19.6	12.2	11.2	10.5	10.5	
			Lassie	Hogan's Heroes		Super Comedy Bowl (Amer. Motors Corp.)				Glen Campbell Hour				The Honeymooners®					
W E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)	13,340 22.2		20,670 34.4				9,560 15.9		18,210 30.3				15,570 25.9				
		AVERAGE AUDIENCE (Households (000) & %)	11,420 19.0		16,410 27.3				8,530 14.2		15,210 25.3				13,340 22.2				
		SHARE OF AUDIENCE %	31		41				20		36			38*	36	36*	36*		
		AVG. AUD. BY ¼ HR. %	17.5	20.5	27.6	29.2	27.2	25.1	14.6	13.9	22.3	25.0	26.5	27.3	23.2	22.6	21.9	21.3	
			Wild Kingdom (Mutual of Omaha)	Wonderful World of Disney "THREE WITHOUT FEAR" PART II (Co-sponsor)			Bill Cosby Show (P & G)			Bonanza			Bold Ones						
TV HOUSEHOLDS USING TV		WK 1	66.3	67.2	68.4	69.9	70.1	71.0	71.0	71.5	71.6	71.9	71.0	69.9	65.3	63.7	60.3	58.1	
(See Def. 1)		WK 2	59.9	62.8	64.5	66.5	68.4	69.2	69.0	70.1	69.7	71.0	71.6	70.5	64.5	62.5	60.8	59.1	

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-77

(1) FOR REM. RATINGS, SEE OP. PAGES.

EVE. • SUN. JAN. 10, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. JAN. 11, 1971

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E K 1	TOTAL AUDIENCE (Households (000) & %)				14,660 24.4				9,980 16.6				17,370 28.9							
	ABC TV				Undersea World of Jacques Cousteau "THE LAGOON OF LOST SHIPS"				Silent Force				ABC Monday Night Movies "FATHOM" (9:00-11:00PM)							
	AVERAGE AUDIENCE (Households (000) & %)				12,200 20.3		19.9*		20.7* 15.3				12,260 20.4		20.3*		21.5* 31*		19.3* 31*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				29 19.4		29* 20.4		29* 20.9		21 15.4		30 20.1		29* 20.6		31* 21.5		31* 20.8	
W E K 2	TOTAL AUDIENCE (Households (000) & %)				19,830 33.0				17,610 29.3				15,330 25.5		14,180 23.6		15,750 26.2			
	CBS TV				Gunsmoke				Here's Lucy				Mayberry R.F.D.		Doris Day Show		Carol Burnett Show			
	AVERAGE AUDIENCE (Households (000) & %)				16,530 27.5		26.8*		16,170 26.9		13,940 23.2		13,220 22.0		13,160 21.9		22.3*		21.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				39 26.6		39* 26.9		40* 28.3		38 28.2		33 26.6		32 27.2		34 22.8		33* 23.6	
W E K 3	TOTAL AUDIENCE (Households (000) & %)				12,440 20.7		18,570 30.9				16,470 27.4									
	NBC TV				Red Skelton Show		Rowan & Martin Laugh-In				NBC World Premiere Movie "THE D.A. CONSPIRACY TO KILL" (9:00-11:00PM)									
	AVERAGE AUDIENCE (Households (000) & %)				10,940 18.2		13,280 22.1		18.9*		25.3*		11,720 19.5		20.5*		20.1*		19.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				26 17.9		31 19.3		26* 19.9		35* 25.9		29 21.1		29* 19.9		29* 20.3		29* 19.6	
W E K 4	TOTAL AUDIENCE (Households (000) & %)				9,920 16.5		9,620 16.0		8,230 13.7		19,350 32.2									
	ABC TV				Let's Make a Deal		Newlywed Game		Reel Game				ABC Monday Night Movies ® "CAT BALLOU" (9:00-11:00PM)							
	AVERAGE AUDIENCE (Households (000) & %)				8,890 14.8		8,950 14.9		7,510 12.5		14,000 23.3		22.1*		24.5*		24.1*		22.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				22 14.3		21 15.3		17 14.8		34 15.0		31* 12.4		35* 12.5		36* 21.0		36* 23.1	
W E K 5	TOTAL AUDIENCE (Households (000) & %)				19,710 32.8				17,370 28.9				14,540 24.2		12,680 21.1		13,100 21.8			
	CBS TV				Gunsmoke ®				Here's Lucy				Mayberry R.F.D.		Doris Day Show		Carol Burnett Show			
	AVERAGE AUDIENCE (Households (000) & %)				16,410 27.3		26.1*		16,350 27.2		13,040 21.7		11,660 19.4		10,700 17.8		18.5*		17.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				39 25.3		38* 26.9		40* 28.7		38 28.1		30 26.9		27 27.4		27* 21.6		27* 21.9	
W E K 6	TOTAL AUDIENCE (Households (000) & %)				11,960 19.9		17,550 29.2				17,190 28.6									
	NBC TV				Red Skelton Show		Rowan & Martin Laugh-In				NBC World Premiere Movie "DO YOU TAKE THIS STRANGER?" (9:00-11:00PM)									
	AVERAGE AUDIENCE (Households (000) & %)				10,700 17.8		13,760 22.9		20.7*		25.0*		12,320 20.5		20.8*		21.2*		20.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				26 17.3		32 18.3		29* 19.7		35* 21.8		30 25.4		29* 24.6		30* 21.4		31* 20.3	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		63.9	66.4	68.8	70.1	71.2	71.6	71.0	71.7	70.5	70.3	69.2	68.3	67.3	66.6	65.6	60.3			
WK 2		64.2	65.5	67.0	69.0	70.6	71.8	72.2	72.2	72.0	71.9	71.6	70.5	68.6	66.4	64.0	60.3			

TV HOUSEHOLDS USING TV WK 1		63.9	66.4	68.8	70.1	71.2	71.6	71.0	71.7	70.5	70.3	69.2	68.3	67.3	66.6	65.6	60.3
(See Def. 1)		64.2	65.5	67.0	69.0	70.6	71.8	72.2	72.2	72.0	71.9	71.6	70.5	68.6	66.4	64.0	60.3
WK 2																	

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-75

EVE. • MON. JAN. 18, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • TUE. JAN. 12, 1971

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	14,000 23.3						17,610 29.3						14,120 23.5						
	ABC TV	Mod Squad → Movie of the Week "ASSAULT ON THE WAYNE" → NBA All-Star Game (EAST VS WEST, 10:00-12:30AM) (1)																		
	AVERAGE AUDIENCE (Households (000) & %)	11,600 19.3	18.9* 29			12,200 20.3	19.5* 29			19.9* 28 *			21.5* 32 *	13.7 27	13.7* 22 *			14.3* 24 *		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	18.3	19.5	19.7	19.6	19.8	19.3	19.2	20.6	22.1	21.0	13.3	14.1	14.4	14.2					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	12,740 21.2	13,700 22.8		18,270 30.4				12,740 21.2		7,330 12.2									
	CBS TV	Beverly Hillbillies → Green Acres → Hee Haw → All in the Family → CBS News Hour "IS MERCURY A MENACE?" (10:00-10:30PM)																		
	AVERAGE AUDIENCE (Households (000) & %)	11,120 18.5	12,140 20.2		14,000 23.3		23.7* 34 *		22.9* 32 *		11,360 18.9		6,250 10.4							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	28 18.3	18.8	19.1	21.2	22.9	24.4	23.3	22.5	18.9	18.9	10.8	10.0							
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	13,760 22.9			14,120 23.5		24,040 40.0													
	NBC TV	Don Knotts Show → Julia → NBC Tuesday Night at the Movies "SECRET CEREMONY" (9:00-11:00PM)																		
	AVERAGE AUDIENCE (Households (000) & %)	10,460 17.4	17.0* 25 *	12,380 20.6		15,450 25.7		24.0* 34 *		23.9* 35 *		27.7* 44 *		27.1* 47 *						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	26 17.1	16.9	17.2	18.3	20.1	21.0	23.7	24.3	24.3	23.5	27.6	27.8	28.2	26.0					
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	18,450 30.7	21,940 36.5		20,490 34.1															
	ABC TV	Mod Squad → Movie of the Week "DR. COOK'S GARDEN" → Marcus Welby, M.D.																		
	AVERAGE AUDIENCE (Households (000) & %)	15,030 25.0	23.3* 37	17,070 28.4		27.4* 39 *		28.0* 40 *		29.7* 44 *		17,970 29.9		30.8* 49 *		29.0* 50 *				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	22.9	23.8	26.4	26.8	27.2	27.5	27.5	28.4	30.2	29.2	30.8	30.7	29.9	28.1					
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	12,620 21.0	12,980 21.6		16,890 28.1		11,860 19.7		7,750 12.9											
	CBS TV	Beverly Hillbillies → Green Acres → Hee Haw → All in the Family → 60 Minutes (VARIOUS SUBJECTS)																		
	AVERAGE AUDIENCE (Households (000) & %)	11,360 18.9	11,780 19.6		12,860 21.4		20.8* 30 *		10,340 17.2		5,710 9.5		10.5* 17 *		8.4* 15 *					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	28 18.0	19.8	18.8	20.4	20.3	21.2	22.2	21.8	17.3	17.1	11.0	10.0	9.0	7.8					
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	9,680 16.1	13,100 21.8		14,600 24.3															
	NBC TV	Julia → Don Knotts Show → NBC Tuesday Night at the Movies "A RAGE TO LIVE" (9:00-11:00PM)																		
	AVERAGE AUDIENCE (Households (000) & %)	8,950 14.9	8,590 14.3		9,620 16.0		13.9* 20 *		15.7* 23 *		17.4* 28 *		17.2* 30 *							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	22 14.7	15.1	13.8	14.3	15.0	14.3	13.4	14.4	15.3	16.0	17.5	17.3	17.2	17.1					
TV HOUSEHOLDS USING TV		WK 1	62.9	64.5	66.2	67.2	67.7	69.7	70.2	70.4	70.8	71.0	69.2	67.7	63.6	61.2	59.1	55.9		
(See Def. 1)		WK 2	64.2	65.2	65.9	68.2	69.1	70.1	70.1	70.4	69.4	69.6	68.4	67.3	63.5	61.8	59.9	55.9		

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat. See page B. (OP) Other Programs: See Pages 72-77

(1) FOR REM. RATINGS, SEE OP PAGES. [X] STATION FACILITIES REDUCED BY NETWORK PRE-EMPTION (SEE DEF. 14.0.)

EVE • TUE. JAN. 19, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. JAN. 13, 1971

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K	TOTAL AUDIENCE (Households (000) & %)			12,440 20.7		12,440 20.7		11,180 18.6		12,080 20.1				6,310 10.5				
	ABC TV			Courtship of Eddie's Father		Make Room for Granddaddy		Room 222		Johnny Cash Show								3M Special "NATIONAL POLLING DAY- WHAT AMERICANS THINK" (GM Co.)
	AVERAGE AUDIENCE (Households (000) & %)			11,120 18.5		11,060 18.4		10,520 17.5		9,260 15.4				4,150 6.9				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			28 17.9		27 18.5		25 16.8		22 16.0		15.8* 23 *		15.1* 22 *		12 * 7.0		6.2* 11 *
1	TOTAL AUDIENCE (Households (000) & %)			13,700 22.8				12,320 20.5		20,430 34.0				19,290 32.1				
	CBS TV					Storefront Lawyers		To Rome with Love		Medical Center						Hawaii Five-O		
	AVERAGE AUDIENCE (Households (000) & %)			10,400 17.3		16.4*		11,420 19.0		17,430 29.0				16,410 27.3		27.8*		26.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			26 16.2		25 * 16.6		27 * 18.0		42 28.2		28.8* 29.3		29.2* 28.8		44 * 28.1		46 * 26.2
2	TOTAL AUDIENCE (Households (000) & %)			18,630 31.0						13,460 22.4				14,480 24.1				
	NBC TV					Men from Shiloh				Kraft Music Hall (Kraftco)						Four-In-One		
	AVERAGE AUDIENCE (Households (000) & %)			13,880 23.1		21.4*		22.9*		10,040 16.7				11,960 19.9		20.0*		19.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			34 21.1		33 * 21.6		34 * 22.5		24 24.7		16.6* 24 *		16.8* 24 *		32 * 19.7		34 * 19.6
W E E K	TOTAL AUDIENCE (Households (000) & %)			11,780 19.6		10,760 17.9		13,820 23.0		14,000 23.3				8,830 14.7				
	ABC TV			Courtship of Eddie's Father		Room 222		Smith Family		Johnny Cash Show						Young Lawyers		
	AVERAGE AUDIENCE (Households (000) & %)			10,400 17.3		9,980 16.6		12,860 21.4		11,660 19.4				6,550 10.9		11.0*		10.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			26 16.8		24 16.1		31 20.8		29 19.3		19.4* 29 *		19.4* 29 *		18 * 11.0		20 * 10.8
2	TOTAL AUDIENCE (Households (000) & %)			16,350 27.2				10,340 17.2		16,230 27.0				14,660 24.4				
	CBS TV					CBS News Adventure "PENGUIN CITY" (7:30-8:30PM)		To Rome with Love		Medical Center®						Hawaii Five-O®		
	AVERAGE AUDIENCE (Households (000) & %)			12,500 20.8		19.9*		9,260 15.4		12,920 21.5				11,900 19.8		20.8*		18.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			31 19.3		30 * 20.5		32 * 21.3		32 21.4		21.5* 32 *		21.5* 32 *		35 * 20.4		34 * 19.5
2	TOTAL AUDIENCE (Households (000) & %)			18,270 30.4						13,160 21.9				14,360 23.9				
	NBC TV					Men from Shiloh				Kraft Music Hall (Kraftco)						Four-In-One		
	AVERAGE AUDIENCE (Households (000) & %)			13,460 22.4		20.2*		22.5*		10,520 17.5				12,020 20.0		20.2*		19.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			33 19.8		31 * 20.6		33 * 22.3		26 17.2		17.4* 26 *		17.6* 26 *		34 * 20.2		36 * 19.1
TV HOUSEHOLDS USING TV		WK 1	60.7	63.2	64.5	65.9	67.1	68.6	68.7	70.0	70.0	70.2	69.7	68.7	63.6	62.0	60.2	57.0
(See Def. 1)		WK 2	62.4	63.6	65.1	67.2	68.9	69.3	68.9	69.2	67.6	67.9	66.9	66.7	60.8	58.8	57.0	53.4

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-75

EVE. • WED. JAN. 20, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. JAN. 14, 1971

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			9,260 15.4				8,170 13.6		6,310 10.5		5,410 9.0		9,500 15.8				
		AVERAGE AUDIENCE (Households (000) & %)			6,430 10.7				7,390 12.3		5,650 9.4		5,110 8.5		8,050 13.4		13.1*		13.6*
		SHARE OF AUDIENCE %			15 9.9				16*		13		12		22		20*		23*
		AVG. AUD. BY ¼ HR. %			9.4		11.5		12.1		12.4		9.3		8.1		8.9		13.7
W E K 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)			15,150 25.2		16,530 27.5				12,740 21.2								
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
W E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)			25,420 42.3				32,570 54.2						20,730 34.5				
		AVERAGE AUDIENCE (Households (000) & %)			19,710 32.8				27,050 45.0						16,530 27.5				
		SHARE OF AUDIENCE %			46 30.4				46*						45 30.3				
		AVG. AUD. BY ¼ HR. %			33.0		33.3		40.5		45.7		46.9		45.4		29.0		27.3
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)			12,380 20.6				12,380 20.6		11,480 19.1		14,120 23.5						
		AVERAGE AUDIENCE (Households (000) & %)			9,440 15.7				11,240 18.7		10,280 17.1		10,760 17.9						
		SHARE OF AUDIENCE %			22 14.8				26		24		28						
		AVG. AUD. BY ¼ HR. %			15.3		16.4		18.6		18.8		17.5		16.8		18.9		19.0
W E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)			13,580 22.6		16,650 27.7				20,010 33.3								
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
W E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)			22,960 38.2				21,280 35.4				14,780 24.6		16,290 27.1				
		AVERAGE AUDIENCE (Households (000) & %)			18,210 30.3				17,310 28.8				13,760 22.9		12,140 20.2				
		SHARE OF AUDIENCE %			43 28.3				44*				43*		33 20.6				
		AVG. AUD. BY ¼ HR. %			29.6		31.4		32.1		27.4		30.1		22.9		19.9		19.1
TV HOUSEHOLDS USING TV WK 1			64.2	65.6	68.7	71.0	72.9	74.9	75.1	74.3	73.6	73.5	72.7	71.0	65.0	63.5	60.5	55.2	
(See Def. 1)			64.3	66.8	69.1	70.2	71.6	73.0	71.1	71.0	70.4	69.9	67.2	66.5	64.1	62.2	59.0	55.8	

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page 8. (OP) Other Programs: See Pages 72-77

(1) FOR REM. RATINGS, SEE OP PAGES.

EVE. • THU. JAN. 21, 1971

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • FRI. JAN. 15, 1971

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)				11,120 18.5		9,920 16.5		11,600 19.3		9,920 16.5		8,470 14.1		7,870 13.1				
ABC TV				Brady Bunch		Nanny and the Professor		Partridge Family		That Girl		Love, American Style		This Is Tom Jones				
AVERAGE AUDIENCE (Households (000) & %)				9,980 16.6		8,950 14.9		10,340 17.2		8,830 14.7		7,510 12.5		5,650 9.4		9.6*		9.2*
SHARE OF AUDIENCE %				27		23		27		23		20		16		16 *		17 *
AVG. AUD. BY ¼ HR. %				16.0	17.1	14.7	15.2	17.1	17.3	14.7	14.7	12.4	12.7	9.5	9.6	9.3		9.1
TOTAL AUDIENCE (Households (000) & %)				15,030 25.0				15,270 25.4		19,890 33.1								
CBS TV				Jack & the Beanstalk				New Andy Griffith Show		CBS Friday Night Movies "MARRIAGE ON THE ROCKS" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)				11,780 19.6	18.9*		20.2*	23.2		14,000 23.3	21.7*		22.6*		24.8*		24.0*	
SHARE OF AUDIENCE %				31	30 *		32 *	36		39	34 *		37 *		42 *		43 *	
AVG. AUD. BY ¼ HR. %				18.7	19.1	20.0	20.5	22.4	24.0	21.4	21.9	22.6	22.6	24.7	24.9	24.8	23.3	
TOTAL AUDIENCE (Households (000) & %)				16,710 27.8				15,990 26.6						11,180 18.6				
NBC TV				Elephant Country (American Gas Assn.)				Name of the Game						Strange Report				
AVERAGE AUDIENCE (Households (000) & %)				13,220 22.0	21.0*		23.0*	18.4	19.1*		18.5*		17.6*	8,710 14.5	15.3*		13.7*	
SHARE OF AUDIENCE %				35	34 *		36 *	29	30 *		29 *		29 *	25	26 *		25 *	
AVG. AUD. BY ¼ HR. %				20.7	21.3	22.8	23.2	19.6	18.6	18.6	18.4	17.5	17.7	15.9	14.8	14.0	13.3	
TOTAL AUDIENCE (Households (000) & %)				12,860 21.4		12,260 20.4		13,880 23.1						12,440 20.7				
ABC TV				Brady Bunch		Nanny and the Professor		Partridge Family		Pres. Nixon's State of the Union Address (9:00-9:40PM) (Sustainer)		State of the Union Analysis (9:40-10:00PM) (Sustainer)		Love, American Style				
AVERAGE AUDIENCE (Households (000) & %)				11,300 18.8		11,000 18.3		12,860 21.4						10,160 16.9	16.6*		17.3*	
SHARE OF AUDIENCE %				29		28		34						30	29 *		31 *	
AVG. AUD. BY ¼ HR. %				17.8	19.7	17.7	18.9	21.4	21.5					16.0	17.2	17.3	17.2	
TOTAL AUDIENCE (Households (000) & %)				14,360 23.9				14,060 23.4						12,620 21.0				
CBS TV				The Interns				New Andy Griffith Show		Pres. Nixon's State of the Union Address (9:00-9:40PM) (Sustainer)		State of the Union Analysis (9:40-10:00PM) (Sustainer)		CBS Friday Night Movies® "SHE" (10:00-11:30PM) (1)				
AVERAGE AUDIENCE (Households (000) & %)				11,060 18.4	17.6*		19.2*	22.1						8,170 13.6	13.3*		13.7*	
SHARE OF AUDIENCE %				29	28 *		29 *	35						26	23 *		25 *	
AVG. AUD. BY ¼ HR. %				17.4	17.9	19.2	19.2	22.3	21.9					13.4	13.2	13.6	13.7	
TOTAL AUDIENCE (Households (000) & %)				14,600 24.3				7,810 13.0						8,890 14.8				
NBC TV				American Wilderness (American Dairy Assn.)				Welfare An Explanation (Gulf Oil Corp.)		Pres. Nixon's State of the Union Address (9:00-9:40PM) (Sustainer)		State of the Union Analysis (9:40-10:00PM) (Sustainer)		Strange Report				
AVERAGE AUDIENCE (Households (000) & %)				10,700 17.8	18.0*		17.6*	11.8						7,150 11.9	11.9*		12.0*	
SHARE OF AUDIENCE %				28	28 *		27 *	19						22	22 *		23 *	
AVG. AUD. BY ¼ HR. %				18.2	17.8	18.1	17.2	12.1	11.5					11.7	12.0	12.1	11.9	
TV HOUSEHOLDS USING TV		WK 1	58.6	60.5	61.7	63.1	63.3	64.1	63.4	64.0	63.3	63.2	61.6	61.6	59.9	59.0	56.8	54.0
(See Def. 1)		WK 2	58.2	59.6	63.3	64.7	65.2	65.1	63.9	63.3	59.5	58.9	57.9	56.3	55.0	54.6	53.6	52.3

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B.

(OP) Other Programs: See Pages 72-75.

(1) FOR REM. RATINGS, SEE OP PAGES.

EVE. • FRI. JAN. 22, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. JAN. 16, 1971

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

1

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

2

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 2

U.S. TV Households: 60,100,000

(B) Originated in Black & White.

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-77

* Half-hour ratings (for immediately preceding and subject quarter-hours).

EVE. • SAT. JAN. 23, 1971

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					17,430 29.0						19,410 32.3						
	ABC TV							The F.B.I.						ABC Sunday Night Movies "WATERHOLE NO. 3" (9:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					13,640 22.7	20.4*			25.0*	23.8	24.3*		24.1*		24.1*		22.5*
	SHARE OF AUDIENCE %					34	31 *			36 *	38	36 *		36 *		39 *		40 *
	AVG. AUD. BY 1/4 HR. %					19.7	21.2	23.2		26.9	23.4	25.1	24.4	23.9	23.7	24.5	24.0	21.1
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	12,680 21.1		13,100 21.8		14,960 24.9				14,300 23.8				9,140 15.2				
	CBS TV	Lassie		Hogan's Heroes			Ed Sullivan Show			Glen Campbell Hour					The Honeymooners®			
	AVERAGE AUDIENCE (Households (000) & %)	10,700 17.8		10,820 18.0		10,520 17.5	16.8*			18.3*	19.0	18.9*		19.2*	6,790 11.3	11.3*		11.4*
	SHARE OF AUDIENCE %	28		28		26	25 *			27 *	28	28 *		29 *	19	18 *		20 *
	AVG. AUD. BY 1/4 HR. %	16.6	19.1	17.4	18.7	16.5	17.0	17.4		19.2	17.8	20.1	19.8	18.5	10.8	11.8	11.5	11.2
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		14,180 23.6		19,410 32.3					16,050 26.7		16,530 27.5				13,700 22.8		
	NBC TV	Bing Crosby Pro-Am Golf Championship (1)	Wild Kingdom (7:15-7:45PM) (Mutual of Omaha)		Wonderful World of Disney "THE ADVENTURES OF BULLWHIP GRIFFIN" PART I (7:45-8:45PM) (Gulf Oil Corp.)				Bill Cosby Show (8:45-9:15PM) (P & G)		Bonanza (9:15-10:15PM)					Bold Ones (10:15-11:15PM) (2)		
	AVERAGE AUDIENCE (Households (000) & %)		11,420 19.0		15,150 25.2				12,680 21.1		12,680 21.1			20.7*	10,220 17.0	16.3*		16.3*
	SHARE OF AUDIENCE %		30		38				31		32			31 *	31	29 *		29 *
	AVG. AUD. BY 1/4 HR. %	20.9	17.5	20.5	24.9	26.1	25.1	24.5	19.2	22.9	20.2	20.2	20.2	21.3	22.8	17.2	16.1	16.4
WEEK 4	TOTAL AUDIENCE (Households (000) & %)					18,270 30.4				21,700 36.1								
	ABC TV						The F.B.I.							ABC Sunday Night Movies® "IN HARMS WAY" (9:00-10:55PM)				(3)
	AVERAGE AUDIENCE (Households (000) & %)					15,270 25.4	23.3*			16,290 27.1		26.2*		27.7*		28.3*		25.8*
	SHARE OF AUDIENCE %					37	34 *			41		37 *		39 *		44 *		44 *
	AVG. AUD. BY 1/4 HR. %					22.7	23.9	27.2		27.8	25.3	27.1	27.7	27.7	28.5	28.1	27.2	23.8
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		10,580 17.6	11,000 18.3		13,580 22.6				14,960 24.9				8,590 14.3				
	CBS TV	AFC-NFC Pro Bowl Game (2)	AFC-NFC Pro Bowl Post		Hogan's Heroes		Ed Sullivan Show			Glen Campbell Hour					The Honeymooners®			
	AVERAGE AUDIENCE (Households (000) & %)		10,040 16.7	9,320 15.5		10,040 16.7	15.6*			11,600 19.3	18.4*		20.1*	6,310 10.5	11.2*			9.8*
	SHARE OF AUDIENCE %		29	24		24	23 *			27	26 *		29 *	17	18 *			17 *
	AVG. AUD. BY 1/4 HR. %		16.7	15.0	15.9	15.2	16.0	18.2	17.5	17.7	19.2	20.5	19.6	11.7	10.6	9.9		9.7
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	12,620 21.0		21,040 35.0				14,540 24.2		18,750 31.2				13,220 22.0				
	NBC TV		Wild Kingdom® (Mutual of Omaha)	Wonderful World of Disney "THE ADVENTURES OF BULLWHIP GRIFFIN" PART II (Co-sponsor)				Bill Cosby Show (P & G)		Peggy Fleming at Sun Valley (U.S. Time Corp.)					Bold Ones			
	AVERAGE AUDIENCE (Households (000) & %)	11,060 18.4		16,050 26.7				13,160 22.8		13,700 22.8		23.9*		21.6*	10,760 17.9	18.0*		17.8*
	SHARE OF AUDIENCE %	30		41				31		32		34 *		31 *	29	28 *		31 *
	AVG. AUD. BY 1/4 HR. %	16.4	20.4	27.0	27.1	26.7	26.1	21.0	22.8	25.4	22.4	21.7	21.5	18.1	17.8	17.8		17.8
TV HOUSEHOLDS USING TV		WK 1	62.2	63.7	65.0	65.1	65.6	66.6	67.9	69.1	68.4	68.0	67.0	66.1	63.0	59.7	57.5	54.6
(See Def. 1)		WK 2	60.1	60.8	62.5	64.6	67.4	68.8	70.0	71.3	70.4	70.5	70.9	69.9	65.0	63.0	60.6	55.6

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-75.

(1) FOR RATINGS, SEE PAGE 54. (2) FOR REM, RATINGS, SEE OP PAGES. (3) ABC WEEKEND NEWS (10:55-11:10PM), FOR RATINGS, SEE OP PAGES.

(4) FOR RATINGS, SEE PAGE 55.

EVE • SUN. JAN. 24, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • MON. JAN. 25, 1971

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				9,920 16.5		9,800 16.3		7,630 12.7		20,910 34.8								
	ABC TV				Let's Make a Deal		Newlywed Game		Reel Game										
	AVERAGE AUDIENCE (Households (000) & %)				9,020 15.0		9,080 15.1		7,150 11.9		17,190 28.6		26.3*		28.6*		30.4*		29.6*
	SHARE OF AUDIENCE %				23		21		17		42		37 *		41 *		45 *		46 *
	AVG. AUD. BY ¼ HR. %				14.4	15.5	15.1	15.2	11.1	12.6	25.4	27.2	28.4	28.8	30.3	30.6	30.4	27.2	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				19,170 31.9				17,910 29.8		15,630 26.0		14,300 23.8		15,210 25.3				
	CBS TV								Here's Lucy		Mayberry R.F.D.		Doris Day Show		Carol Burnett Show				
	AVERAGE AUDIENCE (Households (000) & %)				15,810 26.3	25.3*			16,470 27.4*	27.4	13,700 22.8		13,340 22.2		12,020 20.0		20.4*		19.6*
	SHARE OF AUDIENCE %				38	38 *			39 *	38	32		32		31		30 *		32 *
	AVG. AUD. BY ¼ HR. %				24.6	25.9		27.6	27.2	27.2	27.6	23.0	22.6	22.3	22.2	20.4	20.3	19.7	19.5
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				11,600 19.3		18,150 30.2				14,360 23.9								
	NBC TV				Red Skelton Show		Rowan & Martin Laugh-In												
	AVERAGE AUDIENCE (Households (000) & %)				10,280 17.1		13,820 23.0		20.6*	27.4	9,140 15.2		17.1*		15.4*		14.4*		13.9*
	SHARE OF AUDIENCE %				26		32		29 *	35 *	23		24 *		22 *		21 *		23 *
	AVG. AUD. BY ¼ HR. %				16.7	17.4	20.1	21.1	25.1	25.6	17.3	16.8	15.9	15.0	14.5	14.3	13.9	13.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				11,660 19.4		10,160 16.9		8,530 14.2		16,350 27.2								
	ABC TV				Let's Make a Deal		Newlywed Game		Reel Game										
	AVERAGE AUDIENCE (Households (000) & %)				10,520 17.5		9,440 15.7		7,630 12.7		11,660 19.4		19.5*		19.8*		19.8*		18.5*
	SHARE OF AUDIENCE %				24		21		17		29		27 *		29 *		31 *		31 *
	AVG. AUD. BY ¼ HR. %				16.8	18.2	15.5	16.0	13.0	12.3	19.0	20.0	19.8	19.8	19.8	19.7	19.0	17.9	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				20,970 34.9				17,970 29.9		15,090 25.1		13,940 23.2		14,360 23.9				
	CBS TV								Here's Lucy		Mayberry R.F.D.		Doris Day Show		Carol Burnett Show				
	AVERAGE AUDIENCE (Households (000) & %)				17,190 28.6	27.4*			17,010 28.3		13,640 22.7		12,800 21.3		11,960 19.9		20.3*		19.4*
	SHARE OF AUDIENCE %				39	38 *			40 *	38	31		31		32		31 *		32 *
	AVG. AUD. BY ¼ HR. %				27.1	27.8		29.7	29.8	28.0	28.6	22.9	22.4	21.6	21.1	20.4	20.2	19.8	19.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				12,080 20.1		18,990 31.6				17,370 28.9								
	NBC TV				Red Skelton Show		Rowan & Martin Laugh-In												
	AVERAGE AUDIENCE (Households (000) & %)				10,880 18.1		14,240 23.7		21.6*	25.8*	12,020 20.0		20.6*		20.2*		20.0*		19.1*
	SHARE OF AUDIENCE %				25		32		29 *	35 *	30		28 *		30 *		31 *		32 *
	AVG. AUD. BY ¼ HR. %				17.9	18.4	21.2	22.0	25.5	26.1	20.8	20.5	20.7	19.7	20.0	20.0	20.2	18.1	
TV HOUSEHOLDS USING TV WK 1		(See Def. 1)	60.6	62.4	64.8	67.6	70.4	71.5	71.1	72.4	71.1	70.8	69.7	68.7	67.6	67.2	65.7	57.5	
WK 2			67.4	69.7	71.0	72.5	73.0	73.9	73.1	74.4	73.1	71.5	68.8	66.7	64.9	64.2	62.6	58.6	

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-79

EVE • MON. FEB. 1, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. JAN. 26, 1971

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			19,290 32.1				23,560 39.2						25,600 42.6				
		AVERAGE AUDIENCE (Households (000) & %)			15,750 26.2	24.9*		18,990 27.5*	31.6 39*	30.2* 43*		31.6* 45*		33.1* 49*	22,600 37.6	38.0* 65*		37.2* 70*	
		SHARE OF AUDIENCE %			38	37*		46	43*	43*		45*		49*	68	65*		70*	
		AVG. AUD. BY ¼ HR. %			24.3	25.5	26.9	28.0	29.4	30.9	31.4	31.8	33.2	32.9	37.8	38.3	38.1	36.4	
CBS TV	TOTAL AUDIENCE (Households (000) & %)			12,740 21.2		14,060 23.4		14,120 23.5					9,380 15.6						
	AVERAGE AUDIENCE (Households (000) & %)			Beverly Hillbillies		Green Acres		Hee Haw					All in the Family		State of the Union Democratic Reply (10:00-11:00PM) (Sustainer)				
	SHARE OF AUDIENCE %			11,240 18.7		12,740 21.2		11,480 19.1	20.1*		18.0* 26*		8,410 14.0						
	AVG. AUD. BY ¼ HR. %			28 18.3		30 20.6		27 20.3	29*		21 17.9		21 14.4						
NBC TV	TOTAL AUDIENCE (Households (000) & %)			10,040 16.7		16,650 27.7													
	AVERAGE AUDIENCE (Households (000) & %)			Julia		NBC Tuesday Night at the Movies "HOUR OF THE GUN" (8:00-10:00PM)		State of the Union Democratic Reply (Sustainer)											
	SHARE OF AUDIENCE %			8,590 14.3		8,830 14.7	12.4*	13.2* 19*		15.9* 23*		17.1* 25*							
	AVG. AUD. BY ¼ HR. %			21 13.9		21 12.8	17* 12.1	19* 12.9		23* 16.1		25* 17.1							
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)			15,810 26.3				13,880 23.1						20,430 34.0				
		AVERAGE AUDIENCE (Households (000) & %)			Movie of the Week "THE POINT"		Plimpton: The Man on the Flying Trapeze (E. I. DuPont)		Marcus Welby, M.D.										
		SHARE OF AUDIENCE %			10,220 17.0	17.4*		17.1* 25*	16.5* 24*	9,920 16.5	15.3* 22*		17.8* 28*	17,730 29.5	29.5* 49*		29.5* 53*		
		AVG. AUD. BY ¼ HR. %			25 17.9	26* 16.8		25* 16.8	24* 16.0	25 15.2	22* 15.4		28* 17.1	51 28.9	49* 30.2		53* 28.6		
CBS TV	TOTAL AUDIENCE (Households (000) & %)			15,450 25.7		16,290 27.1		21,040 35.0				15,510 25.8		10,040 16.7					
	AVERAGE AUDIENCE (Households (000) & %)			Beverly Hillbillies		Green Acres		Hee Haw				All in the Family		60 Minutes (VARIOUS SUBJECTS)					
	SHARE OF AUDIENCE %			13,940 23.2		14,780 24.6		15,990 26.6	26.2* 38*		13,580 22.6	7,510 12.5		12.9* 21*		12.1* 22*			
	AVG. AUD. BY ¼ HR. %			35 22.5		36 23.9		39 24.0	38* 25.3		35 26.7	35 22.3		22 13.5		22* 12.4		11.9	
NBC TV	TOTAL AUDIENCE (Households (000) & %)			10,820 18.0		13,940 23.2					13,220 22.0								
	AVERAGE AUDIENCE (Households (000) & %)			Julia		Don Knotts Show		First Tuesday											
	SHARE OF AUDIENCE %			9,620 16.0		9,740 16.2	16.1* 23*	16.3* 23*	6,670 11.1	13.6* 20*		12.9* 20*		10.0* 17*		8.1* 15*			
	AVG. AUD. BY ¼ HR. %			24 15.8		23 15.9	23* 16.3	23* 16.3	18 14.4	20* 12.8		20* 13.6		9.5 10.4		7.5 8.7			
TV HOUSEHOLDS USING TV		WK 1	64.2	66.6	66.7	68.9	70.3	71.5	69.8	70.7	70.6	70.3	68.4	66.4	59.5	56.7	54.6	51.4	
(See Def. 1)		WK 2	63.6	65.8	66.4	67.0	68.4	69.1	69.5	69.5	68.1	68.2	65.5	63.7	61.2	59.1	57.0	53.5	

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).
 (B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-79

EVE. • TUE. FEB. 2, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • WED. JAN. 27, 1971

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			11,960 19.9		12,560 20.9		14,600 24.3		14,180 23.6								
		AVERAGE AUDIENCE (Households (000) & %)			10,640 17.7		11,420 19.0		13,160 21.9		11,240 18.7		18.9*		18.5*				
		SHARE OF AUDIENCE %			27		27		31		27		27 *		27 *				
		AVG. AUD. BY ¼ HR. %			16.9	18.6	18.3	19.6	21.0	22.8	19.3	18.6	18.4	18.7					
					Courtship of Eddie's Father		Room 222		Smith Family		Johnny Cash Show				State of the Union- Democratic Reply (10:00-11:00PM) (Sustainer)				
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)			13,640 22.7				10,100 16.8		17,790 29.6				20,190 33.6				
		AVERAGE AUDIENCE (Households (000) & %)			10,340 17.2				9,020 15.0		15,270 25.4		25.0*		25.9*	16,590 27.6	27.7*		27.5*
		SHARE OF AUDIENCE %			25	26 *			25 *	21	36	36 *		37 *	49	46 *		51 *	
		AVG. AUD. BY ¼ HR. %			17.3	17.0	17.3	17.1	14.5	15.6	24.1	25.8	26.4	25.4	27.3	28.1	28.0	27.1	
					CBS News Special (KIDS)-53 THINGS TO KNOW				To Rome with Love		Medical Center			Hawaii Five-O					
W E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)			19,710 32.8						14,300 23.8								
		AVERAGE AUDIENCE (Households (000) & %)			14,420 24.0							11,780 19.6							
		SHARE OF AUDIENCE %			35	33 *						28	19.7*		19.5*				
		AVG. AUD. BY ¼ HR. %			21.5	22.8	24.5	25.3	25.4	24.2	19.3	20.0	19.9	19.2					
			Men from Shiloh						Kraft Music Hall (Kraftco)			Man's Thumb on Nature's Balance (Sustainer)							
W E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)			14,540 24.2		14,120 23.5		15,930 26.5		15,270 25.4				8,170 13.6				
		AVERAGE AUDIENCE (Households (000) & %)			12,860 21.4		12,920 21.5		14,480 24.1		11,900 19.8		20.0*		19.5*	5,830 9.7	9.7*		9.6*
		SHARE OF AUDIENCE %			32	22.3	32	22.4	35	24.9	29	29 *	19.9	28 *	16	16 *	9.4	17 *	9.8
		AVG. AUD. BY ¼ HR. %			20.5	22.3	20.6	22.4	23.3	24.9	19.9	20.1	19.9	19.1	10.1	9.2	9.4	9.8	
					Courtship of Eddie's Father		Room 222		Smith Family		Johnny Cash Show				Young Lawyers				
W E K 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)			12,560 20.9				12,380 20.6		19,290 32.1				20,610 34.3				
		AVERAGE AUDIENCE (Households (000) & %)			9,980 16.6				10,880 18.1		16,830 28.0		26.9*		29.1*	16,950 28.2	28.6*		27.8*
		SHARE OF AUDIENCE %			25	16.1*			25 *	26	41	39 *		42 *	48	47 *		49 *	
		AVG. AUD. BY ¼ HR. %			16.1	16.0	17.2	17.2	17.5	18.8	25.8	27.9	29.3	28.9	28.7	28.6	28.8	26.7	
			Men At Law			To Rome with Love			Medical Center			Hawaii Five-O							
W E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)			17,010 28.3						12,380 20.6				10,700 17.8				
		AVERAGE AUDIENCE (Households (000) & %)			11,720 19.5							9,620 16.0				7,930 13.2	13.9*		12.5*
		SHARE OF AUDIENCE %			29	20.1*						23	16.2*		15.8*	22	23 *	22 *	
		AVG. AUD. BY ¼ HR. %			20.6	19.7	19.9	19.7	19.8	17.5	16.2	16.1	15.9	15.8	14.0	13.9	12.7	12.3	
			Hallmark Hall of Fame -THE PRICE (7:30-9:00PM) (Hallmark)						Kraft Music Hall (Kraftco)			Four-In-One							
TV HOUSEHOLDS USING TV WK 1 WK 2																			
(See Def. 1)		61.8	63.4	65.5	67.5	68.9	70.6	69.9	70.2	69.5	70.6	70.4	69.0	61.2	58.6	55.3	52.4		
		63.2	65.2	66.1	66.3	66.8	68.5	69.2	69.5	68.5	69.6	69.5	68.3	62.5	60.3	58.4	55.5		

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 72-79

EVE • WED. FEB. 3, 1971

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • THU. JAN. 28, 1971

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,780 19.6		12,320 20.5		12,140 20.2		11,660 19.4								
AVERAGE AUDIENCE (Households (000) & %)			9,380 15.6		11,060 18.4		11,300 18.8		9,020 15.0								
SHARE OF AUDIENCE %			23		26		27		23								
AVG. AUD. BY ¼ HR. %			14.9		17.9		18.5		14.4								
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			12,620 21.0		17,670 29.4		17,010 28.3										
AVERAGE AUDIENCE (Households (000) & %)			11,660 19.4		12,080 20.1		10,580 17.6										
SHARE OF AUDIENCE %			29		29		28										
AVG. AUD. BY ¼ HR. %			18.9		18.2		17.0										
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			21,280 35.4		20,730 34.5				16,350 27.2		19,230 32.0						
AVERAGE AUDIENCE (Households (000) & %)			16,770 27.9		16,410 27.3				15,270 25.4		14,840 24.7						
SHARE OF AUDIENCE %			41		43				41		41						
AVG. AUD. BY ¼ HR. %			24.6		30.1				28.6		24.4						
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,840 19.7		12,980 21.6		11,120 18.5		11,720 19.5								
AVERAGE AUDIENCE (Households (000) & %)			9,560 15.9		11,960 19.9		9,980 16.6		8,950 14.9								
SHARE OF AUDIENCE %			22		24		24		23								
AVG. AUD. BY ¼ HR. %			14.6		17.4		16.2		14.7								
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			12,020 20.0		16,170 26.9		16,710 27.8										
AVERAGE AUDIENCE (Households (000) & %)			11,000 18.3		10,820 18.0		10,100 16.8										
SHARE OF AUDIENCE %			26		25		27										
AVG. AUD. BY ¼ HR. %			17.8		15.7		20.5		16.5								
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			24,280 40.4		22,780 37.9				17,490 29.1		18,510 30.8						
AVERAGE AUDIENCE (Households (000) & %)			19,350 32.2		18,330 30.5				16,410 27.3		14,900 24.8						
SHARE OF AUDIENCE %			45		46				46		43						
AVG. AUD. BY ¼ HR. %			30.1		33.9				31.8		27.0						
TV HOUSEHOLDS USING TV			60.5		60.6		60.5		60.2		60.7		60.1		60.5		57.0
WK 1			62.9		62.0		62.9		62.1		62.7		62.1		62.5		57.4
WK 2			62.9		62.0		62.9		62.1		62.7		62.1		62.5		57.4

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-79.

(1) FOR REM. RATINGS, SEE OP PAGES.

EVE. • THU. FEB. 4, 1971

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE • FRI. JAN. 29, 1971

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 2

			10,700 17.8		9,800 16.3		12,740 21.2		10,340 17.2		9,560 15.9		13,460 22.4				
			Brady Bunch		Nanny and the Professor		Partridge Family		That Girl		Odd Couple		Love, American Style				
			9,380 15.6		9,320 15.5		11,780 19.6		9,320 15.5		8,410 14.0		10,220 17.0		16.5*		17.5*
			25		24		30		24		22		29		27 *		31 *
			14.7	16.5	15.2	15.8	19.4	19.8	15.8	15.3	14.0	14.0	16.4	16.7	16.8	18.1	
			11,540 19.2				12,380 20.6		16,950 28.2								8,350 13.9
					The Interns		New Andy Griffith Show						CBS Friday Night Movies "THE ROUNDERS" (9:00-10:45PM)				Apollo 14 Preview
			9,560 15.9	15.8*		16.0*	18.3		20.2	19.8*		20.2*		21.0*			8,170 13.6
			25	25 *		25 *	28		32	30 *		31 *		35 *			25
			15.9	15.7	16.1	15.9	17.3	19.2	19.2	20.4	20.1	20.2	21.0	21.0	19.8	13.6	
			18,810 31.3				19,590 32.6						12,800 21.3				
					Ringling Bros. Circus (Full Telephone System)												
							Name of the Game										
			15,270 25.4	23.7*		27.1*	22.9	23.1*		22.5*		22.9*	9,140 15.2	15.0*		15.4*	
			40	38 *		42 *	35	35 *		34 *		35 *	26	25 *		27 *	
			22.7	24.7	26.8	27.4	24.0	22.2	22.4	22.6	23.2	22.7	15.6	14.3	14.6	16.3	
			12,680 21.1		11,720 19.5		13,700 22.8		11,000 18.3		10,880 18.1		13,820 23.0				
			Brady Bunch		Nanny and the Professor		Partridge Family		That Girl		Odd Couple		Love, American Style				
			11,360 18.9		10,820 18.0		12,560 20.9		10,280 17.1		9,860 16.4		11,540 19.2	19.3*		19.1*	
			29		27		31		26		26		32	31 *		34 *	
			18.4	19.5	17.5	18.5	21.4	20.5	16.8	17.4	16.1	16.6	18.6	20.0	19.3	18.9	
			14,720 24.5				13,580 22.6		15,690 26.1								
					The Interns		New Andy Griffith Show										
			12,320 20.5	19.6*		21.5*	20.9		10,880 18.1	18.5*		18.3*		19.1*		16.5*	
			31	30 *		32 *	31		29	28 *		29 *		31 *		29 *	
			19.0	20.2	21.6	21.3	20.5	21.3	18.6	18.3	18.4	18.3	19.4	18.8	18.3	14.6	
			15,330 25.5				16,530 27.5						9,620 16.0				
					G.E. Monogram Series "WILDFIRE" (Gen. Electric-Corp. Div.)												
							Name of the Game										
			11,540 19.2	18.8*		19.6*	20.6	20.5*		20.8*		20.5*	7,690 12.8	13.0*		12.5*	
			29	29 *		30 *	32	31 *		32 *		32 *	22	21 *		22 *	
			18.7	19.0	19.4	19.8	20.3	20.7	20.9	20.6	20.8	20.2	13.2	12.8	12.4	12.7	

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-79

EVE • FRI. FEB. 5, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • SAT. JAN. 30, 1971

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			12,860 21.4				12,620 21.0										
		AVERAGE AUDIENCE (Households (000) & %)			9,440 16.3*	15.7	14.8*		16.7*	14.9	14.7*		15.1*						
		SHARE OF AUDIENCE %			16*	25	24*		26*	23	22*		23*						
		AVG. AUD. BY 1/4 HR. %		8.0	8.5	14.1	15.4	16.1	17.4	14.9	14.5	15.2	15.0						
					Andy Williams Golf (6:30-7:30PM) (1)		Lawrence Welk Show				Pearl Bailey Show								
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)			18,210 30.3				15,870 26.4			12,920 21.5		14,720 24.5		16,890 28.1			
		AVERAGE AUDIENCE (Households (000) & %)			13,880 23.1	22.0*		14,180 24.1*	23.6		11,900 19.8		13,340 22.2		14,180 23.6		22.9*	24.4*	
		SHARE OF AUDIENCE %			37	36*		37*	36		31		35		39		37*	41*	
		AVG. AUD. BY 1/4 HR. %			21.5	22.6	24.0	24.3	23.0	24.1	19.6	20.0	22.0	22.5	22.6	23.1	24.5	24.3	
					Mission: Impossible			My Three Sons		Arnie		Mary Tyler Moore Show			Mannix				
W E E K 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)			13,580 22.6				20,970 34.9										
		AVERAGE AUDIENCE (Households (000) & %)			10,100 16.8	16.7*		17.0*	22.2	19.1*		22.9*		23.5*		23.7*		22.0*	
		SHARE OF AUDIENCE %			27	27*		26*	35	29*		35*		37*		38*		37*	
		AVG. AUD. BY 1/4 HR. %			16.7	16.7	17.1	16.8	19.0	19.2	22.5	23.3	23.5	23.6	23.9	23.5	23.5	20.5	
					Andy Williams Show							NBC Saturday Night at the Movies "OPERATION CROSSBOW" (8:30-11:00PM)							
W E E K 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)			12,200 20.3				13,220 22.0										
		AVERAGE AUDIENCE (Households (000) & %)			8,830 14.0*	14.7		15.4*	15.9	15.5*		16.4*							
		SHARE OF AUDIENCE %			15*	24	23*	24*	25	24*		26*							
		AVG. AUD. BY 1/4 HR. %		7.9	8.0	13.8	14.2	15.1	15.7	15.5	15.5	16.5	16.2						
					Hawaiian Open (6:30-7:30PM) (2)		Lawrence Welk Show			Pearl Bailey Show									
W E E K 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)			16,470 27.4				16,830 28.0			15,270 25.4		17,250 28.7		20,250 33.7			
		AVERAGE AUDIENCE (Households (000) & %)			12,440 20.7	20.0*		15,270 21.4*	25.4		14,000 23.3		15,570 25.9		16,950 28.2		27.6*	28.8*	
		SHARE OF AUDIENCE %			33	33*		34*	40		37		42		48		46*	50*	
		AVG. AUD. BY 1/4 HR. %			19.7	20.3	21.1	21.7	24.5	26.3	22.9	23.8	25.2	26.7	27.0	28.3	29.0	28.5	
					Mission: Impossible			My Three Sons		Arnie		Mary Tyler Moore Show			Mannix				
W E E K 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)			15,270 25.4				16,050 26.7										
		AVERAGE AUDIENCE (Households (000) & %)			11,240 18.7	17.9*		15,270 19.4*	14.3	14.8*		14.8*		14.8*		13.7*		13.2*	
		SHARE OF AUDIENCE %			30	29*		31*	23	23*		24*		24*		23*		23*	
		AVG. AUD. BY 1/4 HR. %			17.2	18.7	19.7	19.1	15.6	13.9	15.0	14.6	15.1	14.4	14.0	13.3	13.2	13.2	
					Andy Williams Show								NBC Saturday Night at the Movies® "THE NIGHT OF THE IGUANA" (8:30-11:00PM)						
TV HOUSEHOLDS USING TV WK 1		(See Def. 1)	57.5	59.0	60.1	61.5	63.9	65.7	65.9	65.5	64.8	64.8	64.6	63.8	63.1	62.1	60.4	57.7	
WK 2			56.2	58.0	60.4	62.0	63.4	63.9	63.9	63.6	62.4	62.8	62.2	62.1	60.5	59.9	59.0	56.9	

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page 8. (OP) Other Programs: See Pages 72-79

(1) FOR RATINGS, SEE PAGE 48. (2) FOR RATINGS, SEE PAGE 49.

EVE • SAT. FEB. 6, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. JAN. 31, 1971

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					18,810 31.3				20,430 34.0								
		AVERAGE AUDIENCE (Households (000) & %)					14,420 24.0				14,480 24.1								
		SHARE OF AUDIENCE %					35				38								
		AVG. AUD. BY ¼ HR. %	10.5	10.6			19.9	23.2	25.6	27.3	24.9	24.7	24.9	24.6	24.6	24.4	24.2	23.4	
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)	11,720 19.5	10,160 16.9	14,420 24.0						13,040 21.7				8,290 13.8				
		AVERAGE AUDIENCE (Households (000) & %)	9,920 16.5	9,320 15.5	11,120 18.5						10,700 17.8				6,430 10.7				
		SHARE OF AUDIENCE %	27	24	27						26				17				
		AVG. AUD. BY ¼ HR. %	16.1	17.0	15.3	15.8	16.7	17.3	19.5	19.3	17.9	18.2	18.1	17.2	10.8	10.4	10.8	10.8	
W E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)	14,120 23.5	21,820 36.3							16,710 27.8				15,150 25.2				
		AVERAGE AUDIENCE (Households (000) & %)	12,260 20.4	16,230 27.0							14,060 23.4				13,160 21.9				
		SHARE OF AUDIENCE %	33	41							34				35				
		AVG. AUD. BY ¼ HR. %	19.4	21.4	28.5	29.6	25.3	24.5	19.8	20.1	22.2	23.2	23.7	24.5	22.2	21.8	21.3	21.5*	
W E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					17,730 29.5				20,250 33.7								
		AVERAGE AUDIENCE (Households (000) & %)					14,360 23.9				12,020 20.0								
		SHARE OF AUDIENCE %					36				35								
		AVG. AUD. BY ¼ HR. %					20.0	22.4	26.6	26.8	21.5	19.6	19.4	19.1	21.5	21.0	20.5	20.3	
W E K 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)	12,200 20.3	12,200 20.3	12,320 20.5						14,420 24.0				7,090 11.8				
		AVERAGE AUDIENCE (Households (000) & %)	10,460 17.4	10,760 17.9	9,020 15.0						11,000 18.3				5,290 8.8				
		SHARE OF AUDIENCE %	28	29	23						27				15				
		AVG. AUD. BY ¼ HR. %	16.8	18.0	17.5	18.3	14.3	14.1	15.5	16.0	17.8	18.2	18.3	18.9	8.8	8.9	8.9	8.7	
W E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)	12,620 21.0	19,770 32.9							18,150 30.2				11,180 18.6				
		AVERAGE AUDIENCE (Households (000) & %)	11,060 18.4	15,450 25.7							14,720 24.5				9,260 15.4				
		SHARE OF AUDIENCE %	30	40							36				26				
		AVG. AUD. BY ¼ HR. %	18.4	18.4	24.8	25.2	26.7	26.3	20.9	21.0	23.2	24.4	25.1	25.4	15.7	15.9	15.2	14.6	
TV HOUSEHOLDS USING TV WK 1			61.6	62.8	63.6	65.2	66.7	67.9	69.0	69.6	69.4	69.3	70.0	70.3	65.9	63.8	61.5	59.3	
(See Def. 1)		WK 2	60.7	61.6	62.1	63.4	65.4	66.5	66.4	67.2	66.6	66.5	67.4	68.4	62.8	60.7	58.2	55.6	

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-79

EVE. • SUN. FEB. 7, 1971

(1) FOR RATINGS SEE PAGE 54. (2) APOLLO 14 (9:00-9:10PM) (S) (SUSTAINER) (3) FOR REM. RATINGS, SEE OP. PAGES. (4) FOR RATINGS, SEE OP. PAGES.

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE • MON. FEB. 8, 1971

W
E
K

1

W

E

K

2

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

10,820
18.0

9,740
16.2

6,610
11.0

15,510
25.8

Let's Make a Deal Newlywed Game Reel Game

ABC Monday Night Movies®
"OUR MAN FLINT" (9:00-11:00PM)

9,860
16.4
24
15.8

9,320
15.5
21
15.4

6,190
10.3
14
10.6

10,580
17.6
26
15.0

15.9*
22*
16.8

18.5*
27*
18.6

18.4*
28*
18.3

17.5*
28*
16.8

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

19,470
32.4

18,570
30.9

14,960
24.9

13,460
22.4

13,880
23.1

Gunsmoke Here's Lucy Mayberry R.F.D. Doris Day Show Carol Burnett Show®

16,590
27.6
39
26.2

26.5*
38*
26.9

17,310
28.7*
39*
28.3

28.8
39
28.4

13,460
22.4
32
22.7

12,320
20.5
30
22.1

11,360
18.9
30
21.0

19.5*
30*
20.0

18.3*
30*
18.5

18.2

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

12,980
21.6

18,990
31.6

19,350
32.2

Red Skelton Show Rowan & Martin Laugh-In NBC World Premiere Movie
"THE NEON CEILING" (9:00-11:00PM)

11,480
19.1
27
18.7

14,840
24.7
34
21.4

22.3*
31*
23.2

27.1*
37*
27.0

13,820
23.0
34
24.9

24.6*
35*
24.4

23.5*
34*
23.3

22.7*
34*
22.8

21.3*
35*
20.7

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

11,600
19.3

10,460
17.4

7,210
12.0

14,420
24.0

Let's Make a Deal Newlywed Game Reel Game ABC Monday Night Movies
"THE ST. VALENTINE'S DAY MASSACRE" (9:00-11:00PM)

10,460
17.4
27
16.9

9,740
16.2
24
18.0

6,430
10.7
16
16.0

10,760
17.9
28
15.9

16.3*
23*
16.7

18.3*
27*
18.1

18.9*
30*
18.5

18.0*
31*
17.1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

17,490
29.1

17,010
28.3

12,800
21.3

10,760
17.9

14,120
23.5

Gunsmoke Here's Lucy Mayberry R.F.D. Doris Day Show Carol Burnett Show

14,420
24.0
36
23.0

23.3*
36*
23.5

15,810
24.7*
37*
24.7

26.3
38
26.0

11,600
19.3
28
19.6

10,100
16.8
25
19.0

10,460
17.4
29
16.5

17.3*
27*
18.1

17.4*
30*
18.2

16.6

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

12,500
20.8

18,450
30.7

22,240
37.0

18,630
31.0

Red Skelton Show Rowan & Martin Laugh-In Chrysler Presents the Bob Hope Show (Closed) Clairmont Command Performance Pure Goldie (Closed)

10,820
18.0
28
17.9

13,760
22.9
34
18.9

19.9*
30*
20.9

25.8*
38*
26.0

18,930
31.5
46
31.1

31.6*
45*
32.1

31.4*
46*
31.2

13,700
22.8
38
26.8

25.2*
40*
23.7

20.3*
35*
19.6

TV HOUSEHOLDS USING TV WK 1 WK 2

U.S. TV Households: 60,100,000 For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).
(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-771

EVE • MON. FEB. 15, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. FEB. 9, 1971

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			16,890 28.1				21,400 35.6						18,990 31.6				
		AVERAGE AUDIENCE (Households (000) & %)			13,760 22.9				16,110 26.8						13,760 22.9				
		SHARE OF AUDIENCE %			33				33 *						39				
		AVG. AUD. BY ¼ HR. %			21.4				23.7						24.8				
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)			13,220 22.0			13,820 23.0					13,100 21.8		9,260 15.4				
		AVERAGE AUDIENCE (Households (000) & %)			11,900 19.8			12,380 20.6					11,780 19.6		8,110 13.5				
		SHARE OF AUDIENCE %			29			29					34 *		22				
		AVG. AUD. BY ¼ HR. %			19.5			20.2					20.1		13.8				
W E E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)			10,160 16.9			13,640 22.7					16,170 26.9						
		AVERAGE AUDIENCE (Households (000) & %)			8,830 14.7			9,560 15.9					8,050 13.4						
		SHARE OF AUDIENCE %			21			22					24 *		17 *				
		AVG. AUD. BY ¼ HR. %			15.4			15.9					17.0		17.3				
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)			14,300 23.8			17,670 29.4					17,790 29.6		17,790 29.6				
		AVERAGE AUDIENCE (Households (000) & %)			14,300 23.8			17,670 29.4					17,790 29.6		17,790 29.6				
		SHARE OF AUDIENCE %			35			37 *					42 *		49				
		AVG. AUD. BY ¼ HR. %			21.5			26.2					29.7		30.3				
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)			12,500 20.8			12,920 21.5					11,960 19.9		7,570 12.6				
		AVERAGE AUDIENCE (Households (000) & %)			10,880 18.1			11,660 19.4					10,820 18.0		5,650 9.4				
		SHARE OF AUDIENCE %			27			28					31 *		16				
		AVG. AUD. BY ¼ HR. %			17.8			18.8					21.5		11.2				
W E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)			11,000 18.3			13,640 22.7					14,300 23.8						
		AVERAGE AUDIENCE (Households (000) & %)			9,680 16.1			9,380 15.6					9,380 15.6						
		SHARE OF AUDIENCE %			24			22 *					23 *		22 *				
		AVG. AUD. BY ¼ HR. %			15.8			15.4					13.6		15.7				

TV HOUSEHOLDS USING TV		WK 1	66.4	67.6	68.2	69.3	70.7	71.4	72.3	73.1	71.3	70.8	67.8	66.7	62.7	59.6	56.2	53.4
(See Def. 1)		WK 2	61.3	63.9	65.3	66.9	68.0	69.4	70.1	70.7	70.8	70.3	68.8	67.7	64.0	62.2	60.0	55.8

U.S. TV Households: 40,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-77

(1) NBC NEWS-L.A. EARTHQUAKE (10:50-11:05PM), FOR RATINGS, SEE OP PAGES. (S)

EVE. • TUE. FEB. 16, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. FEB. 10, 1971

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			14,060 23.4		13,220 22.0		13,040 21.7		12,320 20.5				7,210 12.0					
		AVERAGE AUDIENCE (Households (000) & %)																		
		SHARE OF AUDIENCE %																		
		AVG. AUD. BY ¼ HR. %																		
					Courtship of Eddie's Father		Room 222		Smith Family		Johnny Cash Show						Young Lawyers			
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)			11,000 18.3				9,620 16.0		19,410 32.3				20,010 33.3					
		AVERAGE AUDIENCE (Households (000) & %)																		
		SHARE OF AUDIENCE %																		
		AVG. AUD. BY ¼ HR. %																		
					Men At Law		To Rome with Love		Medical Center								Hawaii Five-O			
W E E K 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)			18,510 30.8						12,140 20.2				9,380 15.6					
		AVERAGE AUDIENCE (Households (000) & %)																		
		SHARE OF AUDIENCE %																		
		AVG. AUD. BY ¼ HR. %																		
					Men from Shiloh						Kraft Music Hall (Kraftco)						Four-In-One			
W E E K 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)			13,520 22.5		13,460 22.4		13,820 23.0		13,040 21.7				7,570 12.6					
		AVERAGE AUDIENCE (Households (000) & %)																		
		SHARE OF AUDIENCE %																		
		AVG. AUD. BY ¼ HR. %																		
					Courtship of Eddie's Father		Room 222		Smith Family		Johnny Cash Show						Young Lawyers			
W E E K 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)			10,700 17.8				10,160 16.9		18,510 30.8				19,350 32.2					
		AVERAGE AUDIENCE (Households (000) & %)																		
		SHARE OF AUDIENCE %																		
		AVG. AUD. BY ¼ HR. %																		
					Men At Law		To Rome with Love		Medical Center								Hawaii Five-O			
W E E K 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)			17,370 28.9						14,360 23.9				10,760 17.9					
		AVERAGE AUDIENCE (Households (000) & %)																		
		SHARE OF AUDIENCE %																		
		AVG. AUD. BY ¼ HR. %																		
					Men from Shiloh						Kraft Music Hall (Kraftco)						Four-In-One			

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page 5.

(OP) Other Programs: See Pages 72-75

EVE. • WED. FEB. 17, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. FEB. 11, 1971

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)			11,720 19.5				11,180 18.6		10,880 18.1		11,180 18.6						
	AVERAGE AUDIENCE (Households (000) & %)			9,080 15.1	14.3*		15.9*	10,220 17.0		9,740 16.2		8,710 14.5	13.7*			15.4*		
	SHARE OF AUDIENCE %			22	22 *		23 *	25		24		23	22 *			26 *		
	AVG. AUD. BY ¼ HR. %			14.4	14.1	15.9	15.9	17.0	17.1	15.6	16.8	13.6	13.9	15.6	15.1			
W E K 2	TOTAL AUDIENCE (Households (000) & %)			11,540 19.2		16,950 28.2				17,190 28.6								
	AVERAGE AUDIENCE (Households (000) & %)			10,400 17.3		11,660 19.4	17.5*		21.3*	10,760 17.9	18.9*		18.3*			17.5*	16.8*	
	SHARE OF AUDIENCE %			26		29	26 *		31 *	29	28 *		29 *			29 *	31 *	
	AVG. AUD. BY ¼ HR. %			16.8	17.9	17.2	17.9	21.6	20.9	19.0	18.8	19.1	17.6	17.4	17.6	18.0	15.6	
W E K 1	TOTAL AUDIENCE (Households (000) & %)			23,080 38.4				19,470 32.4				15,690 26.1		17,370 28.9				
	AVERAGE AUDIENCE (Households (000) & %)			18,510 30.8	30.3*		31.2*	26.1	26.2*		26.0*	14,660 24.4		13,580 22.6		22.4*	22.8*	
	SHARE OF AUDIENCE %			46	46 *		46 *	39	39 *		39 *	38		40		37 *	42 *	
	AVG. AUD. BY ¼ HR. %			29.7	30.9	31.2	31.3	25.9	26.6	26.8	25.7	24.7	24.7	22.5	22.2	23.7	22.4	
W E K 2	TOTAL AUDIENCE (Households (000) & %)			11,060 18.4				11,900 19.8		9,260 15.4		11,000 18.3						
	AVERAGE AUDIENCE (Households (000) & %)			8,650 14.4	13.6*		15.2*	18.3		8,530 14.2		8,290 13.8				14.2*		
	SHARE OF AUDIENCE %			21	20 *		22 *	27		21		22	21 *			23 *		
	AVG. AUD. BY ¼ HR. %			13.3	13.9	14.9	15.4	18.1	18.4	14.2	14.2	13.6	13.2	14.4	13.9			
W E K 1	TOTAL AUDIENCE (Households (000) & %)			11,780 19.6		16,890 28.1				21,280 35.4								
	AVERAGE AUDIENCE (Households (000) & %)			10,520 17.5		11,540 19.2	17.3*		21.0*	14,600 24.3	22.8*		24.7*			24.7*	25.2*	
	SHARE OF AUDIENCE %			26		28	25 *		31 *	39	34 *		38 *			41 *	45 *	
	AVG. AUD. BY ¼ HR. %			16.8	18.3	16.5	18.1	21.2	20.9	22.7	22.9	24.6	24.7	24.9	24.5	25.5	24.4	
W E K 2	TOTAL AUDIENCE (Households (000) & %)			23,440 39.0				19,830 33.0				13,940 23.2		16,050 26.7				
	AVERAGE AUDIENCE (Households (000) & %)			18,750 31.2	30.5*		32.0*	26.4	25.6*		27.2*	12,980 21.6		11,900 19.8		19.5*	20.1*	
	SHARE OF AUDIENCE %			46	46 *		47 *	39	37 *		40 *	33		34		32 *	37 *	
	AVG. AUD. BY ¼ HR. %			30.1	31.0	32.7	31.2	25.4	25.7	27.1	27.2	21.8	21.5	19.7	20.1		20.1	
TV HOUSEHOLDS USING TV		WK 1	59.7	61.8	65.7	67.0	67.9	68.5	67.8	68.0	67.6	66.9	64.1	63.1	60.5	59.8	56.2	52.1
		WK 2	60.6	62.4	65.8	67.7	68.6	68.8	68.3	68.7	67.6	67.4	65.2	64.2	61.6	60.1	56.6	52.0
* See Def. 1)																		
CUE THU FEB 10 107																		

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. FEB. 12, 1971

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)			12,200 20.3		10,700 17.8		13,760 22.9		10,820 18.0		10,040 16.7		12,440 20.7				
	ABC TV			Brady Bunch		Nanny and the Professor		Partridge Family		That Girl		Odd Couple				Love, American Style		
	AVERAGE AUDIENCE (Households (000) & %)			10,580 17.6		9,860 16.4		12,620 21.0		9,920 16.5		9,500 15.8		10,400 17.3		17.2*		17.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			29 16.8	18.3	26 16.0	16.7	33 20.8	21.1	26 16.2	16.8	25 15.5	16.0	29 17.0	28 *	17.3	17.6	30 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)			12,560 20.9				11,180 18.6		13,760 22.9								
	CBS TV					The Interns		New Andy Griffith Show						CBS Friday Night Movies® "THE RAT RACE" (9:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)			10,400 17.3	17.0*			10,040 16.7		10,220 17.0	15.5*			17.5*		18.0*		17.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			28 16.7	28 *			27 17.2	16.2	28 14.8	25 *			28 *		30 *		29 *
W E K 1	TOTAL AUDIENCE (Households (000) & %)			15,810 26.3				15,330 25.5						10,520 17.5				
	NBC TV					They've Killed President Lincoln (Quaker Oats)				Name of the Game						Strange Report		
	AVERAGE AUDIENCE (Households (000) & %)			12,380 20.6	19.8*			11,660 19.4	18.7*		20.0*			8,770 14.6		14.7*		14.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			33 19.8	32 *			31 18.8	30 *	32 20.0	32 *			31 *		24 *		24 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)			12,980 21.6		12,200 20.3		13,880 23.1		11,960 19.9		10,880 18.1		12,620 21.0				
	ABC TV			Brady Bunch		Nanny and the Professor		Partridge Family		That Girl		Odd Couple				Love, American Style		
	AVERAGE AUDIENCE (Households (000) & %)			11,900 19.8		11,480 19.1		12,980 21.6		10,940 18.2		10,280 17.1		9,500 15.8		15.5*		16.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			31 19.3	20.3	30 18.9	19.3	33 21.4	21.8	28 18.3	18.1	26 17.2	17.0	27 15.5	25 *	15.8		29 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)			12,140 20.2				10,760 17.9		20,070 33.4								
	CBS TV					The Interns		New Andy Griffith Show						CBS Friday Night Movies "BATTLE OF THE BULGE" PART II (9:00-10:40PM)				(1)
	AVERAGE AUDIENCE (Households (000) & %)			9,560 15.9	15.8*			9,860 16.4		16,350 27.2	24.7*			28.1*		28.9*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			25 15.7	25 *			25 16.0	16.8	43 23.5	37 *			43 *		47 *		
W E K 2	TOTAL AUDIENCE (Households (000) & %)			17,370 28.9										13,400 22.3				
	NBC TV							High Chaparral								Name of the Game (9:30-11:00PM)		
	AVERAGE AUDIENCE (Households (000) & %)			11,960 19.9	18.7*			20.4*		21.5*				9,140 15.2		14.7*		15.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			31 18.0	30 *			32 *	21.7	33 *				25 *		24 *		27 *
TV HOUSEHOLDS USING TV		WK 1	58.1	59.5	60.8	62.2	62.9	63.6	63.0	62.6	61.8	63.1	63.3	63.0	61.1	60.5	59.9	58.0
(See Def. 1)		WK 2	57.2	59.6	61.9	64.0	63.5	63.8	64.7	65.7	65.9	66.1	64.9	64.3	62.5	61.7	58.3	53.0

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-75

(1) "LITTLE BIG MAN" (10:40-10:55PM) & "CHARLES KRAULT ON THE ROAD" (10:55-11:00PM) (SUS.)

EVE. • FRI. FEB. 19, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. FEB. 13, 1971

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)			12,260 20.4				10,640 17.7										
	ABC TV			Lawrence Welk Show				Pearl Bailey Show										
	AVERAGE AUDIENCE (Households (000) & %)			9,260 15.4				7,510 12.5										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			24 14.0	23 * 15.4		16.2	25 * 16.0	19 * 12.7	19 * 12.1		12.5 * 19 *						
W E K 2	TOTAL AUDIENCE (Households (000) & %)			17,850 29.7		18,270 30.4				11,300 18.8		11,720 19.5		15,570 25.9				
	CBS TV			He's Your Dog Charlie Brown®		National Geographic "GREAT NOJAVE DESERT"				Arnie		Mary Tyler Moore Show		Mannix				
	AVERAGE AUDIENCE (Households (000) & %)			15,750 26.2		13,580 22.6				10,400 17.3		11,180 18.6		12,140 20.2		19.2 * 31 *	21.2 * 36 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			41 25.3	27.2	35 22.4	34 * 22.3	35 * 22.9	35 * 22.7	26 17.0		29 18.2	19.0	33 18.9		19.4	20.7	21.8
W E K 3	TOTAL AUDIENCE (Households (000) & %)			14,900 24.8				21,640 36.0										
	NBC TV			Andy Williams Show				NBC Saturday Night at the Movies® "A PATCH OF BLUE" (8:30-11:00PM)										
	AVERAGE AUDIENCE (Households (000) & %)			10,340 17.2				15,510 25.8										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			27 16.7	14.9 * 15.2		19.4 * 19.2	30 * 17.8	41 20.7	21.6 * 22.6		27.3 * 27.5	41 * 27.8	28.0 * 28.2		27.9 * 27.7	24.0 * 24.1	
W E K 4	TOTAL AUDIENCE (Households (000) & %)			12,980 21.6				12,560 20.9										
	ABC TV			Lawrence Welk Show				Pearl Bailey Show										
	AVERAGE AUDIENCE (Households (000) & %)			9,860 16.4				9,620 16.0										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			26 15.4	26 * 16.3		17.0 * 16.7	27 * 17.3	25 15.2	24 * 16.0		16.3 * 16.2	26 * 16.2					
W E K 5	TOTAL AUDIENCE (Households (000) & %)			14,960 24.9				14,840 24.7		13,280 22.1		15,390 25.6		19,530 32.5				
	CBS TV			Mission: Impossible				My Three Sons		Arnie		Mary Tyler Moore Show		Mannix				
	AVERAGE AUDIENCE (Households (000) & %)			11,780 19.6				13,220 22.0		12,200 20.3		13,880 23.1		16,170 26.9		26.1 * 45 *	27.8 * 50 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			32 18.6	31 * 19.1		20.4 20.4	32 * 21.2	34 22.7	32 20.2	20.4	39 22.3	23.9	48 25.5		26.7	27.9	27.6
W E K 6	TOTAL AUDIENCE (Households (000) & %)			16,230 27.0				17,730 29.5										
	NBC TV			Andy Williams Show				NBC Saturday Night at the Movies "THE PRESIDENT'S ANALYST" (8:30-11:00PM)										
	AVERAGE AUDIENCE (Households (000) & %)			11,480 19.1				9,500 15.8										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			31 18.4	31 * 19.1		19.4 * 19.5	31 * 19.3	26 18.5	28 * 17.7		17.9 * 17.7	27 * 16.4	15.9 * 15.4		14.0 * 13.7	13.0 * 12.0	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		54.9	57.7	62.0	64.5	64.8	65.3	65.2	65.9	66.0	65.7	64.3	64.1	63.0	62.4	61.5	56.9	
WK 2		55.3	57.3	60.2	61.5	62.9	63.8	64.2	64.8	63.7	62.6	59.8	58.7	57.6	57.5	56.7	54.8	

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 72-77

(1) FOR RATINGS, SEE PAGE 3B.

EVE. • SAT. FEB. 20, 1971

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • SUN. FEB. 14, 1971

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

					11,300 18.8					9,200 15.3							
					The F.B.I.						ABC Sunday Night Movies® "FANTASTIC VOYAGE" (9:00-11:00PM)						
					9,080 15.1	13.8*			16.4*	9.3	10.5*		9.6*		8.8*		8.4*
					22	20 *			24 *	14	15 *		14 *		13 *		13 *
					13.1	14.5	16.3		16.5	11.3	9.7	9.6	9.5	9.0	8.7	8.7	8.2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

32,630 54.3																	
					Ben-Hur (7:00-11:00PM) (1)												
22,300 37.1	32.9*				34.7*				35.5*		37.4*		38.5*	38.7*		40.0*	38.7*
56	53 *				53 *				53 *		54 *		55 *	55 *		59 *	60 *
31.6	34.2	34.9			34.6	35.4	35.5	37.2	37.7	38.4	38.6	38.6	38.8	40.3	39.7	39.1	38.4

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

9,800 16.3		13,580 22.6						9,620 16.0		14,300 23.8				11,660 19.4			
					Wild Kingdom® (Mutual of Omaha)						Wonderful World of Disney "BAYOU BOY" PART II (Gulf Oil Corp.)						
8,470 14.1		10,880 18.1			18.0*			8,770 14.6		12,140 20.2				10,280 17.1		17.3*	16.8*
23		27			27 *			21		29				26		26 *	26 *
13.0	15.2	17.5			18.5	18.4	18.0	21		29	19.6*		20.8*	26	17.3*	16.8*	16.8*
					18,890 30.1					19,470 32.4							

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

					The F.B.I.						ABC Sunday Night Movies "THE BLUE MAX" PART I (9:00-10:55PM)						
					14,600 24.3	22.3*			26.2*	23.3	22.7*		22.8*		25.0*		22.6*
					35	33 *			38 *	36	33 *		33 *		40 *		39 *
					21.5	23.2	25.7		26.7	23.0	22.4	22.2	23.3	24.8	25.3	24.8	19.3

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

11,720 19.5		11,360 18.9			15,690 26.1				14,960 24.9					8,650 14.4			
					Lassie Hogan's Heroes Ed Sullivan Show Glen Campbell Hour										CBS News Special "MAYAN WAR IN SOUTH VIET NAM"		
10,340 17.2		10,160 16.9			11,480 19.1	17.7*			12,320 20.5		20.5*		20.4*	9.3	9.9*		8.6*
29		26			28	26 *			29 *	30	30 *		30 *	16	16 *		15 *
16.7	17.7	16.6	17.2	17.4	18.1	20.5	20.6	20.4	20.6	21.1	19.8	10.7	9.2	8.6	8.6		8.6

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

12,380 20.6		19,350 32.2						12,440 20.7		15,570 25.9				15,270 25.4			
					Wild Kingdom® (Mutual of Omaha)						Wonderful World of Disney® "MOON PILOT" PART I (Co-sponsor)						
11,000 18.3		14,780 24.6			24.6*			11,360 18.9		13,040 21.7				12,680 21.1		20.8*	21.4*
31		37			38 *			27		31				35		33 *	38 *
17.4	19.2	24.7	24.6	25.3	23.8	18.9	18.8	21.2	21.7	22.3	21.9	20.6	20.9	21.1	21.1	21.8	21.8

TV HOUSEHOLDS USING TV	WK 1	WK 2	60.7	63.5	65.0	66.0	67.2	68.0	68.9	69.7	70.5	70.4	71.1	70.2	67.9	66.9	65.1	63.2
(See Def. 1)			58.4	60.7	62.9	64.9	67.4	67.8	69.0	69.9	68.9	69.5	69.5	68.4	63.4	61.5	59.9	53.8

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page 8. (OP) Other Programs: See Pages 72-75

(1) FOR REM. RATINGS, SEE OP PAGES. (2) ABC WEEKEND NEWS (10:55-11:05PM) FOR RATINGS. SEE OP PAGES.

EVE. • SUN. FEB. 21, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. FEB. 22, 1971

		MON. FEB. 22, 1971																	
		TIME																	
		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			11,720 19.5		10,340 17.2		7,510 12.5		16,350 27.2							6,970 11.6		
	ABC TV			Let's Make a Deal		Newlywed Game		Reel Game		ABC Monday Night Movies "THE BLUE MAX" PART II (9:00-10:30PM)							S.S.T. Super Sound and Fury		
	AVERAGE AUDIENCE (Households (000) & %)			10,940 18.2		9,800 16.3		6,850 11.4		12,800 21.3	21.3*		21.8*			20.7*	10.1		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			26 17.8		23 18.5		16 16.2		31 21.3	31 *		32 *			32 *	18 10.7	9.5	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			18,870 31.4				18,210 30.3		15,450 25.7		15,510 25.8		16,710 27.8					
	CBS TV			Gunsmoke				Here's Lucy		Mayberry R.F.D.		Doris Day Show		Carol Burnett Show					
	AVERAGE AUDIENCE (Households (000) & %)			15,270 25.4				16,890 28.1		14,240 23.7		14,360 23.9		13,460 22.4			22.7*	22.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			36 23.5	24.1* 24.8		26.6* 26.7	38 * 26.6	40 27.9	34 28.4		35 23.5		36 23.8		35 * 23.7	35 * 24.2	39 * 21.5	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			12,740 21.2		18,930 31.5				14,900 24.8									
	NBC TV			Red Skelton Show		Rowan & Martin Laugh-In					NBC World Premiere Movie "SARGE, THE BADGE OR THE CROSS" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)			11,540 19.2		14,180 23.6		21.8* 33		10,340 17.2	17.6*		16.8*			17.0*	17.5*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			28 18.8		33 21.4		31 * 22.2		26 17.7	25.4* 17.6	25 *	25 *		24 *	26 *	31 *	17.2	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			11,000 18.3		11,000 18.3		8,170 13.6		13,940 23.2									
	ABC TV			Let's Make a Deal		Newlywed Game		Reel Game		ABC Monday Night Movies "THE FLIM-FLAM MAN" (9:00-11:00PM)									
	AVERAGE AUDIENCE (Households (000) & %)			10,040 16.7		10,160 16.9		7,450 12.4		9,860 16.4	16.1*		16.6*			16.5*	16.5*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			25 16.4		24 17.0		18 16.9		25 16.0	23 * 16.3		25 *		25 *	26 *	27 *	16.2	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			18,030 30.0				17,550 29.2		16,290 27.1		14,600 24.3		14,780 24.6					
	CBS TV			Gunsmoke				Here's Lucy ®		Mayberry R.F.D.		Doris Day Show		Carol Burnett Show					
	AVERAGE AUDIENCE (Households (000) & %)			14,120 23.5				16,110 26.8		14,960 24.9		13,700 22.8		11,780 19.6					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			34 20.8	22.0* 23.1		25.0* 25.2	36 * 24.8	38 25.7	36 24.9		34 22.9		32 21.1	32 * 20.0	32 * 19.0	31 * 18.2	18.6*	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			12,620 21.0		18,510 30.8				17,430 29.0									
	NBC TV			Red Skelton Show		Rowan & Martin Laugh-In					NBC World Premiere Movie "RANSOM FOR A DEAD MAN" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)			10,760 17.9		13,400 22.3		20.6* 32		13,160 21.9	21.4*		22.4*			22.6*	21.2*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			27 17.7		32 18.2		30 * 19.9		34 * 21.4	34 * 23.9	31 *	33 *		33 *	35 *	35 *	20.4	
TV HOUSEHOLDS USING TV		WK 1	64.5	66.5	67.8	69.6	70.6	70.9	70.2	70.8	69.9	69.7	69.1	68.5	67.0	64.5	59.2	55.4	
(See Def. 1)		WK 2	61.8	64.0	65.7	68.3	69.4	70.2	69.9	71.1	69.9	68.8	67.2	66.9	64.9	63.1	61.8	58.3	

U.S. TV Households: 60,100,000

(B) Originated in Black & White.

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 46-49

* Half-hour ratings (for immediately preceding and subject quarter-hours).

EVE. • MON. MAR. 1, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. FEB. 23, 1971

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00																	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)				17,790 29.6				19,050 31.7						19,650 32.7																					
	ABC TV						Mod Squad				Movie of the Week "LONGSTREET"						Marcus Welby, M.D.																			
	AVERAGE AUDIENCE (Households (000) & %)				14,180 23.6		22.8*		14,600 24.3*		24.0*		24.1*		17,250 28.7		28.4*		29.0*																	
	SHARE OF AUDIENCE %				35		35 *		36 *		34 *		35 *		36 *		46 *		51 *																	
AVG. AUD. BY 1/4 HR. %				22.6		23.1		24.2		24.4		24.1		24.8		24.7		28.1		28.7																
WEEK 2	TOTAL AUDIENCE (Households (000) & %)				12,800 21.3		13,100 21.8		17,190 28.6				12,680 21.1		7,690 12.8																					
	CBS TV				Beverly Hillbillies		Green Acres		Hee Haw				All in the Family		CBS News Hour "SELLING OF THE PENTAGON"																					
	AVERAGE AUDIENCE (Households (000) & %)				11,480 19.1		11,780 19.6		12,980 21.6		21.1*		11,720 19.5		5,350 8.9		9.9*		8.0*																	
	SHARE OF AUDIENCE %				29		29		31		30 *		32 *		29		15		16 *																	
AVG. AUD. BY 1/4 HR. %				18.5		19.7		18.6		20.6		21.2		22.2		19.3		10.7		8.0																
WEEK 3	TOTAL AUDIENCE (Households (000) & %)				9,260 15.4		14,900 24.8				14,360 23.9																									
	NBC TV				Julia		Fourth Bill Cosby Special, Or P (P & G)						NBC Tuesday Night at the Movies "EYE OF THE CAT" (9:00-11:00PM)																							
	AVERAGE AUDIENCE (Households (000) & %)				8,290 13.8		9,860 16.4		15.0*		17.9*		9,920 16.5		15.4*		16.2*		17.3*																	
	SHARE OF AUDIENCE %				21		24		22 *		26 *		26		22 *		24 *		28 *																	
AVG. AUD. BY 1/4 HR. %				13.7		14.0		14.9		15.0		17.8		15.1		15.8		16.4		16.9*																
WEEK 4	TOTAL AUDIENCE (Households (000) & %)				18,150 30.2				22,660 37.7						23,380 38.9																					
	ABC TV						Mod Squad				Movie of the Week "YUNA"						Marcus Welby, M.D.																			
	AVERAGE AUDIENCE (Households (000) & %)				15,330 25.5		24.3*		18,270 30.4		28.5*		30.7*		20,370 33.9		34.4*		33.5*																	
	SHARE OF AUDIENCE %				38		37 *		39 *		44 *		44 *		47 *		58		59 *																	
AVG. AUD. BY 1/4 HR. %				23.6		25.1		26.4		26.9		28.7		30.5		30.9		34.0		34.1																
WEEK 5	TOTAL AUDIENCE (Households (000) & %)				12,440 20.7		13,220 22.0		15,870 26.4				14,000 23.3		8,650 14.4																					
	CBS TV				Beverly Hillbillies		Green Acres		Hee Haw®				All in the Family		60 Minutes ("VARIOUS SUBJECTS")																					
	AVERAGE AUDIENCE (Households (000) & %)				11,540 19.2		11,960 19.9		12,320 20.5		19.7*		12,680 21.3*		6,910 11.5		12.5*		10.5*																	
	SHARE OF AUDIENCE %				29		29		29		28 *		30 *		31		20		21 *																	
AVG. AUD. BY 1/4 HR. %				19.0		19.3		19.4		20.3		19.3		20.0		20.7		21.8		10.1																
WEEK 6	TOTAL AUDIENCE (Households (000) & %)				8,470 14.1		10,340 17.2				11,360 18.9																									
	NBC TV				Julia		Don Knotts Show						First Tuesday																							
	AVERAGE AUDIENCE (Households (000) & %)				7,570 12.6		7,270 12.1		11.9*		12.3*		5,590 9.3		11.5*		9.7*		8.2*																	
	SHARE OF AUDIENCE %				19		18		17 *		18 *		15		16 *		14 *		13 *																	
AVG. AUD. BY 1/4 HR. %				12.7		12.5		11.7		12.0		12.4		12.1		12.2		10.8		7.9																
TV HOUSEHOLDS USING TV WK 1																					63.3	64.6	65.3	66.5	67.5	68.7	69.7	69.6	68.6	69.1	68.9	67.5	62.6	59.8	58.2	56.3
WK 2																					62.6	64.1	65.0	66.2	67.5	69.0	69.5	70.2	70.0	70.2	69.6	67.4	61.5	60.1	58.0	55.6

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 46-49

EVE. • TUE. MAR. 2, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. FEB. 24, 1971

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00																
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				15,690 26.1				14,120 23.5		11,420 19.0				7,570 12.6																				
	ABC TV				Undersea World of Jacques Cousteau "THE DRAGONS OF GALAPAGOS"					Smith Family		Johnny Cash Show				Young Lawyers																			
	AVERAGE AUDIENCE (Households (000) & %)				12,200 20.3	19.4*			12,860 21.1*	21.4	8,590 14.3	14.7*			5,530 9.2		9.4*		9.0*																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				32 18.9	31* 19.9			32* 21.2	32 20.9	21 15.0	21* 14.4			20* 13.7	16 9.7	15* 9.0		16* 9.0																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				11,420 19.0				11,540 19.2		17,610 29.3				18,870 31.4																				
	CBS TV				Men At Law					To Rome with Love		Medical Center				Hawaii Five-O																			
	AVERAGE AUDIENCE (Households (000) & %)				8,710 14.5	14.1*			10,220 14.9*	17.0	14,780 24.6	23.2*			16,950 28.2		28.2*		28.2*																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				23 14.3	23* 13.9			23* 15.0	25 16.5	36 22.3	34* 24.1			38* 26.1	48 27.9	46* 28.4		49* 29.0																
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				15,330 25.5						16,770 27.9				10,280 17.1																				
	NBC TV				Men from Shiloh					First Nine Months Are the Hardest (American Gas Adm.)					Four-In-One																				
	AVERAGE AUDIENCE (Households (000) & %)				11,420 19.0	17.7*			19.0*	20.1*	13,520 22.5	22.2*			7,930 13.2		13.9*		12.4*																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				29 17.0	29* 19.4			29* 19.6	30* 20.1	33 21.7	32* 22.7			33* 22.8	22 14.7	23* 13.2		22* 12.4																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				12,800 21.3		13,160 21.9		14,240 23.7		11,600 19.3				8,230 13.7																				
	ABC TV				Courtship of Eddie's Father		Room 222		Smith Family		Johnny Cash Show				Young Lawyers																				
	AVERAGE AUDIENCE (Households (000) & %)				11,420 19.0		12,020 20.0		13,040 21.7		9,020 15.0	14.9*			5,770 9.6		9.6*		9.6*																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				28 18.4		29 19.3		31 21.4		21 14.8	21* 15.0			16 10.2	16* 9.1	17* 9.4		17* 9.7																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				11,720 19.5				10,460 17.4		20,670 34.4				20,910 34.8																				
	CBS TV				Men At Law®					To Rome with Love®		Medical Center				Hawaii Five-O																			
	AVERAGE AUDIENCE (Households (000) & %)				9,140 15.2	14.9*			9,440 15.5*	15.7	17,430 29.0	28.2*			17,910 29.8		30.3*		29.4*																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				22 15.0	22* 14.8			22* 15.4	22 14.9	41 27.7	40* 28.8			42* 29.6	51 30.4	50* 30.3		52* 28.5																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				18,750 31.2						12,680 21.1				7,390 12.3																				
	NBC TV				Men from Shiloh					Kraft Music Hall (Kraftco)					Four-In-One																				
	AVERAGE AUDIENCE (Households (000) & %)				13,880 23.1	22.0*			23.2*	23.9*	10,100 16.8	17.2*			5,710 9.5		10.4*		8.6*																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				33 21.4	33* 22.7			33* 23.2	34* 23.3	24 17.2	24* 17.2			23* 16.2	16 11.1	17* 9.6		15* 8.8																
TV HOUSEHOLDS USING TV WK 1																				59.2	60.7	61.1	62.6	64.9	66.1	66.5	67.5	67.8	68.9	68.9	68.9	62.5	60.1	58.7	55.7
(See Def. 1) WK 2																				61.9	64.1	65.9	67.7	68.8	69.9	70.8	71.1	71.1	71.5	70.8	69.3	62.3	59.5	57.6	54.8

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OPI) Other Programs: See Pages 46-49

EVE. • WED. MAR. 3, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. FEB. 25, 1971

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			11,900 19.8				12,200 20.3		10,340 17.2		11,660 19.4						
		AVERAGE AUDIENCE (Households (000) & %)			9,200 15.3	14.8*			11,180 18.6		9,500 15.8		8,950 14.9		13.6*		16.3*		
		SHARE OF AUDIENCE %			23	23 *			23 *	27		24		24		21 *		28 *	
		AVG. AUD. BY ¼ HR. %			14.7	14.9	15.7	15.9	18.1	19.1	15.8	15.8	13.5	13.6	16.3	16.3			
E K 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)			12,380 20.6		16,710 27.8				17,610 29.3								
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
1	NBC TV	TOTAL AUDIENCE (Households (000) & %)			22,120 36.8				19,650 32.7				14,120 23.5		16,170 26.9				
		AVERAGE AUDIENCE (Households (000) & %)			17,250 28.7	27.3*			15,930 26.5	25.1*		12,920 21.5		11,300 18.8	18.9*		18.8*		
		SHARE OF AUDIENCE %			43	42 *			44 *	39	36 *	42 *	34	33	32 *		35 *		
		AVG. AUD. BY ¼ HR. %			26.3	26.2	30.1	30.1	25.0	25.1	27.9	29.1	21.2	19.7	14.8	10.8	16.0		
W E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)			12,080 20.1				11,900 19.8				9,980 16.6						
		AVERAGE AUDIENCE (Households (000) & %)			9,320 15.5	14.6*			11,000 18.3				7,630 12.7	12.2*		13.1*			
		SHARE OF AUDIENCE %			22	22 *			23 *	26			20	19 *		22 *			
		AVG. AUD. BY ¼ HR. %			14.2	14.9	16.2	16.6	18.2	18.3			11.4	12.9	13.1	13.1			
E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)			11,480 19.1		15,270 25.4						17,490 29.1						
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
2	NBC TV	TOTAL AUDIENCE (Households (000) & %)			23,080 38.4				18,510 30.8				17,370 28.9					14,420 24.0	
		AVERAGE AUDIENCE (Households (000) & %)			18,330 30.5	29.6*			17,250 28.7				14,480 24.1	23.2*		24.9*	10,820 35	19.5*	
		SHARE OF AUDIENCE %			44	44 *			45 *	41			38	36 *		40 *	35	36 *	
		AVG. AUD. BY ¼ HR. %			28.5	30.7	31.4	31.5	28.5	28.8			22.6	23.6	25.4	24.4	19.9	19.1	
TV HOUSEHOLDS USING TV WK 1			58.5	61.6	64.2	66.9	68.3	69.5	69.2	69.7	67.2	66.5	63.8	62.7	59.7	58.7	55.5	50.8	
(See Def. 1) WK 2			61.6	63.8	67.0	68.5	70.2	70.5	69.9	70.3	67.8	66.2	64.5	63.5	61.2	60.1	54.2	52.1	

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 46-49

(1) For PPM Ratings, See Page 46.

EVE. • THU. MAR. 4, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. FEB. 26, 1971

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W	ABC TV	TOTAL AUDIENCE (Households (000) & %)			13,100 21.8		12,140 20.2		14,780 24.6		13,880 23.1		13,340 22.2		14,000 23.3				
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
E	CBS TV	TOTAL AUDIENCE (Households (000) & %)			10,220 17.0				11,600 19.3		14,360 23.9								
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
K	NBC TV	TOTAL AUDIENCE (Households (000) & %)			14,120 23.5				14,240 23.7							6,910 11.5			
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			12,680 21.1		12,560 20.9		13,880 23.1		11,420 19.0		10,640 17.7		14,120 23.5				
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
E	CBS TV	TOTAL AUDIENCE (Households (000) & %)			11,120 18.5				10,760 17.9		15,510 25.8								
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
2	NBC TV	TOTAL AUDIENCE (Households (000) & %)			13,880 23.1				16,110 26.8							10,400 17.3			
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV			WK 1	57.4	58.7	58.6	60.3	60.4	61.5	61.7	62.0	61.0	61.6	59.6	59.4	57.3	56.3	54.4	51.8
(See Def. 1)			WK 2	53.9	55.6	57.5	58.9	60.2	60.7	61.0	62.0	62.7	63.3	62.6	62.4	59.4	58.4	56.2	54.1

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 46-49

EVE. • FRI. MAR. 5, 1971

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • SAT. FEB. 27, 1971

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

13,760
22.9

10,580
17.6

ABC TV

← ABC Wide
World of Sports
(6:00-7:30PM) (1)

→ Lawrence Welk Show

→ Pearl Bailey Show

AVERAGE AUDIENCE
(Households (000) & %)

10,700

7,510

SHARE OF AUDIENCE %

14.0* 17.8

17.7* 12.5

12.2*

AVG. AUD. BY ¼ HR. %

13.7 14.3 17.6 18.0 17.9 17.5 12.7 11.7 12.8 12.7

W

TOTAL AUDIENCE
(Households (000) & %)

15,210
25.3

13,880
23.1

11,900
19.8

12,500
20.8

13,820
23.0

CBS TV

← Mission: Impossible

→ My Three Sons

→ Arnie

→ Mary Tyler Moore
Show

→ Mannix

AVERAGE AUDIENCE
(Households (000) & %)

11,900

12,680

10,820

11,360

11,600

SHARE OF AUDIENCE %

19.8 19.3*

20.4* 21.1

18.0

18.9

19.3

AVG. AUD. BY ¼ HR. %

32 31*

33* 33

28

30

32

19.1* 19.5*

K

TOTAL AUDIENCE
(Households (000) & %)

15,210
25.3

22,720
37.8

NBC TV

← Andy Williams Show

→ NBC Saturday Night at the Movies
"MCLINTOCK" (8:30-11:00PM)

AVERAGE AUDIENCE
(Households (000) & %)

10,940

16,290

SHARE OF AUDIENCE %

18.2 17.2*

19.2* 27.1

23.3*

26.9*

28.5*

28.4*

AVG. AUD. BY ¼ HR. %

29 28*

31* 44

37*

42*

45*

46*

TOTAL AUDIENCE
(Households (000) & %)

13,100
21.8

10,880
18.1

ABC TV

← Lawrence Welk Show

→ Pearl Bailey Show

AVERAGE AUDIENCE
(Households (000) & %)

10,400

7,750

SHARE OF AUDIENCE %

17.3 16.5*

18.1* 12.9

12.6*

AVG. AUD. BY ¼ HR. %

28 27*

29* 21

20*

TOTAL AUDIENCE
(Households (000) & %)

14,720
24.5

12,800
21.3

11,180
18.6

11,900
19.8

14,720
24.5

CBS TV

← Mission: Impossible

→ My Three Sons

→ Arnie

→ Mary Tyler Moore
Show

→ Mannix

AVERAGE AUDIENCE
(Households (000) & %)

11,480

11,540

9,920

10,820

11,420

SHARE OF AUDIENCE %

19.1 18.6*

19.6* 19.2

16.5

18.0

19.0

18.0*

AVG. AUD. BY ¼ HR. %

31 31*

31* 31

26

29

33

30*

K

TOTAL AUDIENCE
(Households (000) & %)

15,090
25.1

22,000
36.6

NBC TV

← Andy Williams Show

→ NBC Saturday Night at the Movies
"THE GLASS BOTTOM BOAT" (8:30-11:00PM)

AVERAGE AUDIENCE
(Households (000) & %)

11,060

14,780

SHARE OF AUDIENCE %

18.4 17.5*

19.3* 24.6

23.5*

26.7*

25.8*

25.4*

AVG. AUD. BY ¼ HR. %

30 29*

31* 40

38*

43*

41*

42*

TV HOUSEHOLDS USING TV

WK 1

55.5

58.8

60.8

61.9

62.3

62.9

62.8

63.1

63.0

63.8

63.1

62.3

61.3

61.1

60.5

59.3

(See Def. 1)

WK 2

56.5

58.1

59.9

60.8

62.5

62.3

62.3

62.7

62.6

62.8

62.4

62.1

60.0

60.1

58.7

54.0

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page 8.

(OP) Other Programs: See Pages 46-49

EVE. • SAT. MAR. 6, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. FEB. 28, 1971

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					18,330 30.5				18,930 31.5								
		AVERAGE AUDIENCE (Households (000) & %)					15,270 25.4	23.5*		27.4*	13,280 22.1	21.4*		20.7*		23.5*		22.8*	
		SHARE OF AUDIENCE %					39	37 *		42 *	36	33 *		31 *		39 *		41 *	
		AVG. AUD. BY ¼ HR. %					22.5	24.5	27.1	27.6	21.9	20.9	20.5	21.0		23.2	23.9	23.5	22.0
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)	10,220 17.0		11,300 18.8		13,280 22.1				12,860 21.4				9,560 15.9				
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
W E E K 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)	12,140 20.2		18,510 30.8				11,600 19.3		16,230 27.0				12,440 20.7				
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
W E E K 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)					17,790 29.6				15,210 25.3								
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
W E E K 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)	10,880 18.1		11,240 18.7		14,000 23.3				13,940 23.2				9,920 16.5				
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
W E E K 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)	12,860 21.4		18,150 30.2				10,340 17.2		18,630 31.0				16,950 28.2				
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV		WK 1	52.5	55.1	58.0	61.0	63.6	65.0	64.6	65.8	65.4	65.4	65.8	66.0	61.0	58.2	56.5	54.7	
(See Def. 1)		WK 2	58.7	61.7	63.2	64.2	65.8	66.2	65.5	66.3	66.9	68.1	67.9	66.5	62.3	60.0	57.6	53.6	

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 46-49

(1) ABC WEEKEND NEWS (10:55-11:00PM), FOR RATINGS, SEE OP. PAGES.

EVE. • SUN. MAR. 7, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • MON. MAR. 8, 1971

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K	1	TOTAL AUDIENCE (Households (000) & %)			12,080 20.1		11,000 18.3		8,290 13.8		12,560 20.9								
		ABC TV			Let's Make a Deal		Newlywed Game		Reel Game		ABC Monday Night Movies® "MUTINY ON THE BOUNTY" PART II (9:00-11:00PM)								
		AVERAGE AUDIENCE (Households (000) & %)			11,000 18.3		10,100 16.8		7,930 13.2		9,080 15.1	14.1*		14.9*			16.1*		15.2*
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			27 17.9		24 16.4		19 13.2	13.1	23 13.8	20 *		22 *			25 *		26 *
W E E K	2	TOTAL AUDIENCE (Households (000) & %)			18,450 30.7				17,370 28.9		18,330 30.5		16,530 27.5		16,890 28.1				
		CBS TV			Gunsmoke				Here's Lucy®		Mayberry R.F.D.		Doris Day Show		Carol Burnett Show				
		AVERAGE AUDIENCE (Households (000) & %)			14,900 24.8	23.5*		26.1*	16,050 26.7		16,470 27.4		15,630 26.0		13,460 22.4		23.6*		21.2*
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			36 23.0	35 *		38 *	39 26.2	27.2	40 27.1	27.6	38 26.1	26.0	37 24.0		37 *	21.8	36 *
W E E K	3	TOTAL AUDIENCE (Households (000) & %)			11,720 19.5		18,090 30.1				18,270 30.4								
		NBC TV			Red Skelton Show		Rowan & Martin Laugh-In					NBC World Premiere Movie "VANISHED" PART I (9:00-11:00PM)							
		AVERAGE AUDIENCE (Households (000) & %)			10,280 17.1		13,700 22.8	20.9*		24.6*	12,680 21.1	23.3*		21.8*			20.0*		19.1*
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			26 16.4		33 20.5	30 *	24.1	36 *	33 23.4	34 *		32 *			31 *	19.4	33 *
W E E K	4	TOTAL AUDIENCE (Households (000) & %)			10,220 17.0		9,140 15.2		7,750 12.9		11,180 18.6								
		ABC TV			Let's Make a Deal		Newlywed Game		Reel Game		ABC Monday Night Movies "MAD'S MINDING THE MINUT" (9:00-11:00PM)								
		AVERAGE AUDIENCE (Households (000) & %)			9,260 15.4		8,590 14.3		7,150 11.9		7,390 12.3	12.9*		13.3*			12.1*		10.8*
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			25 14.6	16.1	22 14.2		18 12.1	11.7	20 12.8	19 *		21 *			20 *	11.6	19 *
W E E K	5	TOTAL AUDIENCE (Households (000) & %)			17,550 29.2				15,930 26.5		16,230 27.0		16,050 26.7		16,650 27.7				
		CBS TV			Gunsmoke®				Here's Lucy®		Mayberry R.F.D.		Doris Day Show		Carol Burnett Show®				
		AVERAGE AUDIENCE (Households (000) & %)			13,940 23.2	21.7*		24.7*	14,420 24.0		14,480 24.1		14,720 24.5		13,640 22.7		23.8*		21.6*
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			36 21.0	35 *		37 *	36 23.8	24.2	36 23.3	24.9	38 24.4	24.5	39 23.7		39 *	22.1	39 *
W E E K	6	TOTAL AUDIENCE (Households (000) & %)			11,180 18.6		17,130 28.5				17,370 28.9								
		NBC TV			Red Skelton Show		Rowan & Martin Laugh-In					NBC World Premiere Movie "BAYON-WALK UP AND DIE" (9:00-11:00PM)							
		AVERAGE AUDIENCE (Households (000) & %)			9,380 15.6		13,040 21.7	19.4*		24.1*	12,500 20.8	22.1*		21.0*			20.7*		19.4*
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			25 15.6	15.6	32 18.5	29 *	20.3	36 *	33 22.4	33 *		33 *			34 *	19.9	35 *
TV HOUSEHOLDS USING TV			WK 1	61.5	64.0	65.9	67.9	69.1	69.5	68.7	69.8	68.8	69.1	67.9	67.3	64.5	62.5	60.1	57.2
(See Def. 1)			WK 2	56.6	59.4	61.5	63.9	65.8	67.1	67.3	67.4	66.6	66.7	65.2	64.0	61.8	60.5	58.0	54.1

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

Originated in Black & White. (B) Repeat, See page B. (OP) Other Programs: See Pages 46-49

EVE • MON. MAR. 15, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. MAR. 9, 1971

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	TOTAL AUDIENCE (Households (000) & %)				18,090 30.1				18,510 30.8						17,910 29.8				
	ABC TV				Mod Squad				Movie of the Week "RIVER OF GOLD"				Marcus Welby, M.D.						
	AVERAGE AUDIENCE (Households (000) & %)				14,540 24.2	23.0*			13,040 21.7	22.0*			21.1*		22.0*	25.6	25.5*		25.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				37 22.8	36 *			38 *	32	33 *		31 *		33 *	45	43 *		47 *
WEEK 2	TOTAL AUDIENCE (Households (000) & %)				12,200 20.3		12,740 21.2		17,010 28.3				12,260 20.4		3,970 6.6				
	CBS TV				Beverly Hillbillies		Green Acres		Hee Haw®				All in the Family		CBS News Hour "NEW VOICES IN THE SOUTH"				
	AVERAGE AUDIENCE (Households (000) & %)				10,580 17.6		11,840 19.7		12,740 21.2	20.5*			11,060 18.4		3,070 5.1				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				27 17.2		29 18.0		31 20.1	30 *			32 *	28	9 5.8		4.5		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)				9,860 16.4		12,320 20.5				17,730 29.5								
	NBC TV				Julia		Don Knotts Show				NBC Tuesday Night at the Movies "VANISHED" PART II (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)				8,710 14.5		8,470 14.1	12.6*		15.5*	20.8	19.3*		20.5*		22.2*		21.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				22 14.3		21 14.6	19 *		23 *	33	29 *		31 *		37 *		39 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)				17,070 28.4				24,400 40.6						17,530 32.5				
	ABC TV				Mod Squad				Grammy Awards				Marcus Welby, M.D.						
	AVERAGE AUDIENCE (Households (000) & %)				14,180 23.6	22.3*			18,810 31.3	30.3*			32.5*		31.2*	28.4	28.8*		28.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				38 21.5	37 *			39 *	47	45 *		48 *		47 *	50	49 *		52 *
WEEK 2	TOTAL AUDIENCE (Households (000) & %)				10,640 17.7		11,600 19.3		13,280 22.1				10,280 17.1		7,090 11.8				
	CBS TV				Beverly Hillbillies		Green Acres		Hee Haw®				All in the Family		60 Minutes (VARIOUS SUBJECTS)				
	AVERAGE AUDIENCE (Households (000) & %)				9,680 16.1		10,280 17.1		9,860 16.4	16.9*			9,440 15.7		5,230 8.7		9.6*		7.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				27 16.0	16.3	27 16.1	18.1	24 17.2	25 *	15.9		23 *	15.8	15.5	10.1	16 *	14 *	15.5
WEEK 2	TOTAL AUDIENCE (Households (000) & %)				8,290 13.8		10,640 17.7				14,660 24.4								
	NBC TV				Julia		Don Knotts Show				NBC Tuesday Night at the Movies® "BOY, DID I GET A WRONG NUMBER" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)				7,330 12.2		6,550 10.9	10.8*		10.9*	15.6	13.5*		15.8*		17.0*		16.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				20 12.1	12.3	17 11.0	17 *	11.0	16 *	25	20 *		24 *		29 *	16.5	30 *	15.5
TV HOUSEHOLDS USING TV		WK 1	60.4	61.6	63.8	65.2	66.5	67.1	67.0	67.5	67.6	67.4	67.0	66.4	61.0	58.2	56.2	52.9	
(See Def. 1)		WK 2	54.8	56.5	58.6	61.1	62.4	64.0	66.5	67.5	67.7	68.3	66.9	65.9	59.9	58.2	56.2	52.1	

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings for immediately preceding and subject quarter-hours.

(B) Originated in Black & White.

(R) Repeat, See page 8.

(OP) Other Programs: See Pages 15-19

EVE. • TUE. MAR. 16, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • WED. MAR. 10, 1971

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
E																	
E																	
K																	
1																	
W																	
E																	
E																	
K																	
2																	
W																	
E																	
E																	
K																	

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

↑ For Sponsorship Detail, See Audience Estimates by Sponsorship.
(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 46-49

* Half-hour ratings (for immediately preceding and subject quarter-hours).

EVE • WED. MAR. 17, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • THU. MAR. 11, 1971

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

10,940 18.2							10,520 17.5		10,460 17.4		11,180 18.6						
Alias Smith and Jones				Bewitched				Make Room for Granddaddy				Dan August					
8,770 14.6							9,620 16.0		9,320 15.5		8,590 14.3						
23							23 *		24		24						
13.3							15.4		15.4		13.3						

TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

11,660 19.4					16,830 28.0				16,230 27.0								
Family Affair ®				Jim Nabor's Hour				CBS Thursday Night Movies "TRAVIS LOGAN, D.A." (9:00-11:00PM)									
10,160 16.9					11,540 19.2				9,980 16.6								
27					29				28								
16.3					16.5				16.9								

TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

21,340 35.5							20,070 33.4				16,470 27.4		17,190 28.6				
Flip Wilson Show				Ironsides				Adam 12				Dean Martin Show					
16,650 27.7							15,990 26.6				15,150 25.2		12,680 21.1				
43							44 *		39 *		42 *		20				
25.9							29.1		25.8		27.3		20.7				

TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

10,220 17.0							11,420 19.0		9,980 16.6		9,320 15.5						
Alias Smith and Jones				Bewitched				Make Room for Granddaddy				Dan August					
7,510 12.5							10,280 17.1		8,470 14.1		6,550 10.9						
19							20 *		21		17						
11.1							14.0		14.2		11.5						

TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

11,000 18.3					15,510 25.8				14,780 24.6								
Family Affair ®				Jim Nabor's Hour				CBS Thursday Night Movies ® "THE SHUTTERED ROOM" (9:00-11:00PM)									
9,740 16.2					10,760 17.9				8,770 14.6								
25					26				24								
15.6					15.6				14.7								

TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

21,880 36.4							18,510 30.8				15,690 26.1		18,750 31.2				
Flip Wilson Show				Ironsides				Adam 12				Arte Johnson Special "VER-R-RY INTERESTING" (American Gas Assn.)					
17,250 28.7							14,480 24.1				14,360 23.9		13,820 23.0				
43							43 *		33 *		38 *		40				
27.5							28.9		22.4		25.7		24.2				

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 2

56.8	58.9	61.7	63.7	65.1	67.0	67.3	66.8	65.1	64.9	62.5	61.3	58.4	57.7	54.5	51.1
59.1	61.3	64.7	66.5	68.3	69.4	68.4	68.9	68.2	67.9	66.4	64.9	61.4	59.1	56.2	52.4

U.S. TV Households: 60,100,000
(B) Originated in Black & White.† For Sponsorship Detail, See Audience Estimates by Sponsorship.
(R) Repeat, See page B. (OP) Other Programs: See Pages 46-49.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

EVE • THU. MAR. 18, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. MAR. 12, 1971

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)			12,680 21.1		12,260 20.4		13,700 22.8		11,120 18.5		10,100 16.8		12,080 20.1				
	ABC TV			Brady Bunch		Nanny and the Professor		Partridge Family		That Girl		Odd Couple				Love, American Style		
	AVERAGE AUDIENCE (Households (000) & %)			11,300 18.8		11,600 19.3		12,680 21.1		9,980 16.6		9,440 15.7		9,980 16.6		16.2*		17.0*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %			34 18.0		34 19.7		37 21.2		29 17.0		27 16.2		30 15.5		29 *	16.9	31 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)			9,860 16.4				9,260 15.4		14,420 24.0								
	CBS TV					The Interns		New Andy Griffith Show						CBS Friday Night Movies "HARPY" (9:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)			7,690 12.8				8,710 14.5		10,220 17.0								
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %			23 12.0		22 *		23 *	25	30	27 *		29 *			32 *	18.4	33 *
1	TOTAL AUDIENCE (Households (000) & %)			11,900 19.8				13,040 21.7						9,080 15.1				
	NBC TV					High Chaparral				Name of the Game						Strange Report		
	AVERAGE AUDIENCE (Households (000) & %)			9,500 15.8				9,920 16.5						7,090 11.8				
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %			28 15.1		29 *		29 *	27 *	28 *	27 *		28 *			12.5*		11.1*
W E K 2	TOTAL AUDIENCE (Households (000) & %)			12,860 21.4				14,720 24.5		13,280 22.1		11,480 19.1		12,800 21.3				
	ABC TV					Undersea World of Jacques Cousteau "THE SECRET OF THE SUNKEN CAVES"		Partridge Family		That Girl		Odd Couple				Love, American Style		
	AVERAGE AUDIENCE (Households (000) & %)			9,620 16.0				13,700 22.8		11,660 19.4		10,760 17.9		10,580 17.6		17.8*		17.4*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %			27 15.1		27 *		37 22.4		32 19.5		29 19.4		32 18.0		31 *	17.6	32 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)			13,280 22.1				10,880 18.1		13,760 22.9								
	CBS TV					The Interns		New Andy Griffith Show®						CBS Friday Night Movies® "THIS PROPERTY IS CONDEMNED" (9:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)			10,280 17.1				9,200 15.3		9,680 16.1								
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %			29 16.0		29 *		25 17.7		28 15.8		26 *		27 *		29 *	16.3	29 *
2	TOTAL AUDIENCE (Households (000) & %)			12,560 20.9				14,660 24.4						8,530 14.2				
	NBC TV					High Chaparral®				Name of the Game						Strange Report		
	AVERAGE AUDIENCE (Households (000) & %)			9,920 16.5				10,160 16.9										
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %			28 14.7		28 *		29 *	28	27 *		28 *		29 *		20 *	11.1	21 *
TV HOUSEHOLDS USING TV		WK 1	52.5	53.7	54.0	55.3	56.2	57.0	57.4	58.0	57.9	58.1	57.7	56.9	55.5	54.7	54.6	53.7
(See Def. 1)		WK 2	52.9	54.6	55.8	57.5	59.3	60.5	61.2	61.3	61.1	61.2	60.8	60.5	57.7	56.1	55.0	53.2
* 15-Minute ratings for immediately preceding and subject quarter-hours.																		
FBI MAR 10 1077																		

EVE. • FRI. MAR. 19, 1971

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • SAT. MAR. 13, 1971

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

Lawrence Welk Show Pearl Bailey Show

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

Mission: Impossible My Three Sons Arnie Mary Tyler Moore Show® Mannix

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

Andy Williams Show NBC Saturday Night at the Movies
"THE PLEASURE OF HIS COMPANY" (8:30-11:00PM)

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

Lawrence Welk Show Pearl Bailey Show

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

Mission: Impossible® My Three Sons Arnie® Mary Tyler Moore Show® Mannix®

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

Andy Williams Show NBC Saturday Night at the Movies®
"THE MISFITS" (8:30-11:00PM)

TV HOUSEHOLDS USING TV	WK 1	WK 2	52.4	53.9	56.2	58.4	59.0	60.2	60.7	61.1	61.2	60.6	59.5	59.9	58.7	57.0	55.2	52.8
(See Def. 1)			49.1	50.7	53.2	55.9	57.6	59.7	60.3	60.4	59.8	59.1	57.3	55.9	54.0	53.1	51.8	50.0

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page 8. (OP) Other Programs: See Pages 46-49.

EVE. • SAT. MAR. 20, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. MAR. 14, 1971

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					14,960 24.9					14,540 24.2								
		AVERAGE AUDIENCE (Households (000) & %)					12,260 20.4					8,710 14.5								
		SHARE OF AUDIENCE %					31	19.6*			32 *	24	23 *		14.7*		14.6*		13.6*	
		AVG. AUD. BY ¼ HR. %					19.0	20.2	20.9	21.4	16.1	15.2	14.8	14.6	15.0	14.2	13.7		13.5	
		The F.B.I.																		
		ABC Sunday Night Movies "THE OUTLIER MEMORANDUM" (9:00-11:10PM)(1)																		
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)	22,000 36.6								18,270 30.4				18,150 30.2					
		AVERAGE AUDIENCE (Households (000) & %)	14,060 23.4									14,240 23.7				14,600 24.3				
		SHARE OF AUDIENCE %	38	36 *								35	36 *		35 *	41	41 *		42 *	
		AVG. AUD. BY ¼ HR. %	18.6	21.5	23.9	23.8	23.6	23.9	26.3	26.0	24.6	24.1	23.1	23.0	25.4	25.0	24.1		22.7	
		Born Free® (7:00-9:00PM)																		
		Burt Bacharach Special (Singer)																		
		Doris Kappelhoff Special																		
W E E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)	10,340 17.2		13,760 22.9					10,820 18.0					12,620 21.0					
		AVERAGE AUDIENCE (Households (000) & %)	8,770 14.6		10,700 17.8					9,860 16.4					10,460 17.4					
		SHARE OF AUDIENCE %	26		29					28 *					26.1*				17.0*	
		AVG. AUD. BY ¼ HR. %	26		29					28 *					26.1*				17.0*	
		Wild Kingdom® (Mutual of Omaha)																		
		Wonderful World of Disney "HAKAI AND THE PIRATES" PART II (Gulf Oil Corp.)																		
		Bill Cosby Show (P & G)																		
		Bonanza																		
		Bold Ones																		
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					19,050 31.7				18,090 30.1									
		AVERAGE AUDIENCE (Households (000) & %)					15,690 26.1				11,480 19.1									
		SHARE OF AUDIENCE %					42	23.9*			44 *	34	31 *		19.2*		20.6*		18.7*	
		AVG. AUD. BY ¼ HR. %					22.9	25.0	28.3	28.4	20.2	20.0	19.5	18.9	20.5	20.7	19.5		17.8	
		The F.B.I.																		
		ABC Sunday Night Movies "GOOD-BYE CHARLIE" (9:00-11:20PM)(1)																		
W E E K 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)	8,470 14.1		10,100 16.8		12,080 20.1				11,120 18.5				7,030 11.7					
		AVERAGE AUDIENCE (Households (000) & %)	7,150 11.9		8,410 14.0		8,830 14.7				9,090 15.1				5,470 9.1					
		SHARE OF AUDIENCE %	23		24		24	13.8*			24 *	23 *		24 *	17	17 *			17 *	
		AVG. AUD. BY ¼ HR. %	11.3	12.5	13.2	14.8	13.6	13.9	15.7	15.4	14.6	15.1	15.4	15.2	9.5	9.2	8.8		8.7	
		Lassie																		
		Hogan's Heroes																		
		Ed Sullivan Show																		
		Glen Campbell Hour																		
		The Honeymooners®																		
W E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)	11,660 19.4		16,170 26.9					10,940 18.2					12,020 20.0					
		AVERAGE AUDIENCE (Households (000) & %)	10,520 17.5		12,080 20.1					9,980 16.6					9,320 15.5					
		SHARE OF AUDIENCE %	34		34					33 *	26	39 *		40 *	29	30 *			28 *	
		AVG. AUD. BY ¼ HR. %	16.9	18.1	20.7	19.7	20.3	19.6	15.9	17.3	24.7	25.6	25.6	25.0	17.5	15.9	14.4		14.0	
		Wild Kingdom (Mutual of Omaha)																		
		Wonderful World of Disney "KIDNAPPED" PART I ® (Co-sponsor)																		
		Bill Cosby Show (P & G)																		
		Bonanza																		
		Bold Ones®																		
TV HOUSEHOLDS USING TV		WK 1	54.3	57.3	59.9	62.0	63.3	64.2	65.4	67.4	66.6	67.6	67.4	66.4	62.0	60.4	58.1	54.3		
(See Def. 1)		WK 2	50.1	52.6	56.0	58.9	60.4	62.0	63.2	64.5	64.0	64.7	64.5	63.0	56.5	55.0	51.8	48.9		

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 46-49

(1) END OF DAY RATINGS SEE OP. PAGES.

EVE. • SUN. MAR. 21, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. MAR. 22, 1971

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W	ABC TV TOTAL AUDIENCE (Households (000) & %) { 17,790 29.6 AVERAGE AUDIENCE (Households (000) & %) { 8,350 13.9 SHARE OF AUDIENCE % 21 18 * AVG. AUD. BY ¼ HR. % 12.8 11.9 ABC Monday Night Movies "AFRICA-TEXAS STYLE" (7:30-9:30PM) White House Conversation (Sustainer) Eye of the Storm 2,880 4.8 2,460 4.1 8 4.0 4.2																
E	CBS TV TOTAL AUDIENCE (Households (000) & %) { 19,290 32.1 AVERAGE AUDIENCE (Households (000) & %) { 15,210 25.3 SHARE OF AUDIENCE % 37 35 * AVG. AUD. BY ¼ HR. % 22.8 24.8 Gunsmoke (R) Here's Lucy (R) Mayberry R.F.D. Doris Day Show (R) Carol Burnett Show																
K	NBC TV TOTAL AUDIENCE (Households (000) & %) { 17,910 29.8 AVERAGE AUDIENCE (Households (000) & %) { 15,750 26.2 SHARE OF AUDIENCE % 39 Winnie The Pooh and The Money Tree (R) (Sears Roebuck & Co.) Rowan & Martin Laugh-In (R) NBC World Premiere Movie "TRIPLE PLAY" (9:00-11:00PM)																
1	ABC TV TOTAL AUDIENCE (Households (000) & %) { 11,180 18.6 AVERAGE AUDIENCE (Households (000) & %) { 10,160 16.9 SHARE OF AUDIENCE % 27 AVG. AUD. BY ¼ HR. % 16.5 17.3 Let's Make a Deal Newlywed Game American Sportsman "A GUEST FOR SURVIVAL" (Chevrolet) ABC Monday Night Movies (R) Song of Norway (10:00-11:00PM) (Sustainer)																
2	CBS TV TOTAL AUDIENCE (Households (000) & %) { 17,910 29.8 AVERAGE AUDIENCE (Households (000) & %) { 13,760 22.9 SHARE OF AUDIENCE % 35 34 * AVG. AUD. BY ¼ HR. % 21.1 21.9 Gunsmoke (R) Here's Lucy (R) Mayberry R.F.D. Doris Day Show (R) Carol Burnett Show (R)																
3	NBC TV TOTAL AUDIENCE (Households (000) & %) { 12,920 21.5 AVERAGE AUDIENCE (Households (000) & %) { 11,300 18.8 SHARE OF AUDIENCE % 30 30 AVG. AUD. BY ¼ HR. % 18.3 19.3 From A Bird's Eye View Rowan & Martin Laugh-In (R) NBC World Premiere Movie (R) "THE BIG COUNTRY" PART I (9:00-11:00PM)																
4	TV HOUSEHOLDS USING TV WK 1 WK 2 (See Def. 1) 58.9 57.3 61.7 60.4 66.6 62.4 68.6 64.3 68.2 65.8 68.9 66.8 68.2 65.4 67.7 66.0 66.5 65.1 66.5 64.5 63.8 62.9 61.6 62.6 58.2 60.3 56.0 59.9 52.8 58.0 48.4 54.1																

U.S. TV Households: 60,100,000

(B) Originated in Black & White.

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 46-49

* Half-hour ratings (for immediately preceding and subject quarter-hours).

EVE. • MON. MAR. 29, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. MAR. 23, 1971

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			18,810 31.3				22,180 36.9						18,390 30.6				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			15,690 26.1	24.6*			16,650 27.6*	27.7	28.4*		27.8*		27.1*	16,590 27.6	27.5*		27.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			40 24.0	38 * 25.2			41 * 27.3	42 27.9	42 * 28.1	28.6	28.4	27.2	27.5	42 * 26.7	48 27.4	46 * 27.7	50 * 27.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			12,620 21.0		11,960 19.9		14,960 24.9				12,740 21.2		11,600 19.3				
	CBS TV					Beverly Hillbillies		Green Acres®		Hee Haw®		All in the Family						
	AVERAGE AUDIENCE (Households (000) & %)			10,880 18.1		10,760 17.9		11,420 19.0	18.9*			11,540 19.1*	19.2	6,550 10.9	11.7*		9.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			28 17.4		27 18.9		28 17.5	28 * 18.2	28 * 18.9	19.0	28 * 19.3	29 19.0	20 19.2	20 * 19.2	20 * 12.5	20 * 11.0	18 * 10.0
W E E K 3	TOTAL AUDIENCE (Households (000) & %)			8,770 14.6		10,820 18.0				15,270 25.4								
	NBC TV					Julia		Don Knotts Show										
	AVERAGE AUDIENCE (Households (000) & %)			7,750 12.9		7,030 11.7	11.4*		12.0*	15.4*	14.2*		14.7*		16.9*		15.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			20 17.4		17 17.5	17 * 17.5		18 * 18.2	25 18.9	21 * 19.0		23 * 19.2		28 * 19.2		29 * 19.2	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)			15,630 26.0				18,030 30.0						15,990 26.6				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			12,440 20.7	19.5*			12,980 22.0*	21.6	21.6*		21.8*		21.5*	13,580 22.6	22.7*		22.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			33 19.2	32 * 19.8			34 * 21.8	32 22.1	32 * 21.3	32 * 21.9	32 * 21.8	32 * 21.9	32 * 21.2	38 22.3	36 * 23.0	36 * 22.6	39 * 22.3
W E E K 5	TOTAL AUDIENCE (Households (000) & %)			11,600 19.3		13,460 22.4		15,390 25.6				10,940 18.2		7,570 12.6				
	CBS TV					Beverly Hillbillies		Green Acres®		Hee Haw®		All in the Family						
	AVERAGE AUDIENCE (Households (000) & %)			10,160 16.9		12,080 20.1		10,940 18.2	19.7*			9,980 16.6*	16.6	5,110 8.5	9.0*		8.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			28 16.4		31 17.3		27 19.1	30 * 21.0	30 * 20.0	30 * 19.4	24 * 16.7	25 16.5	14 16.4	14 * 9.7	14 * 8.3	14 * 7.8	14 * 8.2
W E E K 6	TOTAL AUDIENCE (Households (000) & %)			9,260 15.4		12,920 21.5				21,340 35.5								
	NBC TV					Julia		Scotland Yard The Golden Thread										
	AVERAGE AUDIENCE (Households (000) & %)			8,170 13.6		8,830 14.7	12.8*		16.7*	26.7	25.0*		26.4*		29.0*		26.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			22 13.4		22 13.8	20 * 12.7		25 * 12.9	42 15.9	37 * 17.5		39 * 24.2		46 * 25.7		46 * 26.0	23.1

TV HOUSEHOLDS USING TV		WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18
(See Def. 1)		59.3	61.9	63.3	65.3	66.9	67.0	67.2	68.0	67.6	67.1	65.7	64.9	60.3	58.6	56.7	53.9		
		57.5	58.9	60.3	62.0	64.3	66.7	66.6	66.8	67.7	68.3	67.9	67.4	63.1	61.8	60.8	54.6		

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page 8. (OP) Other Programs: See Pages 46-49.

(1) FOR REM. RATINGS, SEE OP PAGES 44

EVE. • TUE. MAR. 30, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. MAR. 24, 1971

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,220 22.0		13,100 21.8		14,420 24.0		11,480 19.1				6,490 10.8				
AVERAGE AUDIENCE (Households (000) & %)			11,780 19.6		11,960 19.9		13,160 21.9		8,830 14.7		15.4*		13.9* 21*		4,390 7.3	7.2*	7.4*
SHARE OF AUDIENCE %			32		31		33		22		23*		21*		12	12*	13*
AVG. AUD. BY ¼ HR. %			18.7	20.5	19.4	20.4	21.5	22.3	15.5	15.3	14.5	13.4	13.4	7.5	6.8	7.3	7.5
Courtship of Eddie's Father → Room 222 → Smith Family → Johnny Cash Show → Young Lawyers																	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			12,260 20.4				9,860 16.4		14,780 24.6				13,520 22.5				
AVERAGE AUDIENCE (Households (000) & %)			9,500 15.8				8,890 14.8		12,080 20.1		19.6*		20.5* 31*		10,820 18.0	18.4*	17.5*
SHARE OF AUDIENCE %			25	24*			22		30		29*		20.5		30*	30*	30*
AVG. AUD. BY ¼ HR. %			14.9	15.4	16.3	16.5	14.5	15.1	19.0	20.2	20.6	20.5	18.3	18.6	18.3	16.7	
Men At Law → To Rome with Love → Medical Center® → Hawaii Five-O®																	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			16,830 28.0						21,640 36.0								
AVERAGE AUDIENCE (Households (000) & %)			11,780 19.6						16,410 27.3								
SHARE OF AUDIENCE %			30	18.3*					27.3								
AVG. AUD. BY ¼ HR. %			18.3*	18.3*	19.1*	21.2*	26.9*	27.4*	27.8*	27.2*							
Men from Shiloh → Jane Eyre (9:00-11:00PM) (Bell Telephone System)																	
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,620 21.0		13,160 21.9		14,300 23.8		11,780 19.6				4,690 7.8				
AVERAGE AUDIENCE (Households (000) & %)			11,180 18.6		12,260 20.4		13,400 22.3		9,080 15.1		15.8*		14.4* 22*		3,550 5.9	6.3*	5.5*
SHARE OF AUDIENCE %			31		32		34		23		24*		22*		11	11*	11*
AVG. AUD. BY ¼ HR. %			17.8	19.4	19.7	21.1	21.9	22.7	15.6	15.9	15.1	13.8	6.7	5.9	5.6	5.4	
Courtship of Eddie's Father® → Room 222 → Smith Family → Johnny Cash Show → Young Lawyers																	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			12,140 20.2				9,620 16.0		17,610 29.3				18,690 31.1				
AVERAGE AUDIENCE (Households (000) & %)			8,830 14.7				8,770 14.6		14,120 23.5		22.9*		24.0* 37*		15,150 25.2	25.5*	25.0*
SHARE OF AUDIENCE %			24	24*			23*		36		34*		37*		47	46*	48*
AVG. AUD. BY ¼ HR. %			14.7	14.1	14.9	15.1	14.1	15.1	22.6	23.2	23.8	24.2	25.5	25.5	25.7	24.3	
Men At Law → To Rome with Love® → Medical Center® → Hawaii Five-O®																	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			16,710 27.8						13,580 22.6				9,320 15.5				
AVERAGE AUDIENCE (Households (000) & %)			11,660 19.4						10,280 17.1				16.8* 26*		6,850 11.4	11.7*	11.1*
SHARE OF AUDIENCE %			31	17.6*					26				26*		21	21*	22*
AVG. AUD. BY ¼ HR. %			16.9	18.3	19.3	19.3	21.2	21.2	17.3	17.2	17.3	16.4	11.9	11.5	11.3	10.9	
Men from Shiloh® → Kraft Music Hall (Kraftco) → Four-In-One®																	
W																	
TV HOUSEHOLDS USING TV			59.9	61.2	61.0	63.3	64.3	65.0	65.5	67.2	67.5	67.4	66.8	65.4	61.8	60.4	60.2
(See Def. 1)			54.1	57.1	59.3	61.4	63.2	64.9	65.1	66.8	66.1	66.7	65.7	63.7	56.6	54.6	53.0
WK 1																	
WK 2																	

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 46-49.

EVE. • WED. MAR. 31, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • THU. MAR. 25, 1971

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00												
W E K 1	TOTAL AUDIENCE (Households (000) & %)				16,170 26.9				14,000 23.3		11,960 19.9		11,660 19.4																		
	ABC TV				Alias Smith and Jones				Bewitched		Make Room for Granddaddy		Dan August																		
	AVERAGE AUDIENCE (Households (000) & %)				12,620 21.0		19.4*		22.7* 21.0		10,280 17.1		8,950 14.9		14.8*		15.1*														
	SHARE OF AUDIENCE %				34		32 *		36 *		27		25		24 *		26 *														
AVG. AUD. BY 1/4 HR. %				18.4		20.4		22.4		22.9		21.1		20.8		16.7		17.6		14.8		15.3		14.8							
W E K 2	TOTAL AUDIENCE (Households (000) & %)				14,480 24.1		18,270 30.4				20,190 33.6																				
	CBS TV				Family Affair®		Jim Nabor's Hour®				CBS Thursday Night Movies® "CASINO ROYALE" (9:00-11:30PM) (1)																				
	AVERAGE AUDIENCE (Households (000) & %)				12,980 21.6		13,460 22.4		21.7*		23.2* 18.2		21.4*		19.0*		17.2*		16.5*												
	SHARE OF AUDIENCE %				36		35		34 *		36 *		32		34 *		31 *		30 *		32 *										
AVG. AUD. BY 1/4 HR. %				20.6		22.7		21.4		21.9		23.3		23.1		22.1		20.8		19.6		18.4		17.8		16.8		16.3			
W E K 3	TOTAL AUDIENCE (Households (000) & %)				16,890 28.1										12,740 21.2																
	NBC TV				NCAA Basketball Game (VARIOUS TEAMS & TIMES, 7:30-10:00PM)H										Dean Martin Show																
	AVERAGE AUDIENCE (Households (000) & %)				9,320 15.5		13.6*		13.4*		14.3*		17.2*		19.0*		9,500 15.8		15.2*		16.4*										
	SHARE OF AUDIENCE %				25		23 *		21 *		22 *		27 *		30 *		29		27 *		32 *										
AVG. AUD. BY 1/4 HR. %				13.2		13.8		13.7		13.1		13.0		13.6		13.2		13.2		13.2		13.2		13.2		13.2					
W E K 4	TOTAL AUDIENCE (Households (000) & %)				11,060 18.4				11,480 19.1		10,040 16.7		11,660 19.7																		
	ABC TV				Alias Smith and Jones				Bewitched		Make Room for Granddaddy®		Dan August																		
	AVERAGE AUDIENCE (Households (000) & %)				9,020 15.0		14.5*		15.5*		17.6		9,260 15.4		9,260 15.4		14.8*		16.0*												
	SHARE OF AUDIENCE %				24		24 *		24 *		28		24		26		24 *		29 *												
AVG. AUD. BY 1/4 HR. %				14.3		14.7		15.3		15.7		17.4		17.9		15.0		15.8		14.9		14.8		16.0		15.9					
W E K 5	TOTAL AUDIENCE (Households (000) & %)				10,100 16.8		14,060 23.4				14,120 23.5																				
	CBS TV				Family Affair®		Jim Nabor's Hour®				CBS Thursday Night Movies "BRAINSTORM" (9:00-11:00PM)																				
	AVERAGE AUDIENCE (Households (000) & %)				8,950 14.9		9,920 16.5		15.5*		17.5*		15.2		14.5*		15.3*		15.3*		15.5*										
	SHARE OF AUDIENCE %				24		26		24 *		27 *		26		23 *		25 *		27 *		30 *										
AVG. AUD. BY 1/4 HR. %				14.5		15.4		15.1		15.8		17.3		17.6		14.2		14.8		15.2		15.4		15.9		14.8		15.9		15.1	
W E K 6	TOTAL AUDIENCE (Households (000) & %)				21,880 36.4				19,650 32.7				14,840 24.7		15,810 26.3																
	NBC TV				Flip Wilson Show				Ironside				Adam 12		Dean Martin Show																
	AVERAGE AUDIENCE (Households (000) & %)				17,430 29.0		27.6*		30.3*		16,410 27.3		26.2*		28.5*		22.8		11,660 19.4		18.6*		20.3*								
	SHARE OF AUDIENCE %				46		45 *		47 *		43		41 *		45 *		38		36		33 *		39 *								
AVG. AUD. BY 1/4 HR. %				26.6		28.7		30.4		30.1		25.9		26.4		29.1		27.9		23.0		22.6		18.6		18.5		20.7		20.0	
TV HOUSEHOLDS USING TV		WK 1		56.0	57.6	59.8	61.8	63.1	64.3	64.2	64.7	63.6	63.3	62.4	61.3	58.1	56.1	52.2	49.4												
(See Def. 1)		WK 2		53.6	56.5	59.7	62.3	64.3	65.4	63.4	64.3	64.0	63.8	61.1	60.2	56.5	55.2	53.1	50.4												

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(M) Originated in Black & White. (R) Repeat, See page 8. (OP) Other Programs: See Pages 46-49.

(1) FOR REM. RATINGS, SEE OP. PAGES. VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

EVE • THU. APR. 1, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • FRI. MAR. 26, 1971

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)			12,140 20.2		12,380 20.6		16,170 26.9		13,460 22.4		12,320 20.5		11,720 19.5				
	ABC TV			Brady Bunch		Nanny and the Professor		Partridge Family (R)		That Girl		Odd Couple		Love, American Style				
	AVERAGE AUDIENCE (Households (000) & %)			10,940 18.2		11,180 18.6		14,720 24.5		12,320 20.5		11,120 18.5		9,560 15.9		16.1*		15.7*
	SHARE OF AUDIENCE %			33		32		41		34		32		29		29 *		29 *
AVG. AUD. BY ¼ HR. %				17.4	18.9	18.1	19.2	23.8	25.2	20.6	20.4	19.0	18.0	16.0	16.3	16.4	15.1	
W E K 2	TOTAL AUDIENCE (Households (000) & %)			11,240 18.7				10,760 17.9		18,090 30.1								
	CBS TV			The Interns				New Andy Griffith Show (R)						CBS Friday Night Movies "CANNON" (9:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)			9,020 15.0				9,560 15.9		13,880 23.1		20.7*		23.2*		24.7*		23.6*
	SHARE OF AUDIENCE %			27				26 *	26		40		35 *		40 *		44 *	
AVG. AUD. BY ¼ HR. %				14.8	14.9	14.9	15.4	15.3	16.5	19.9	21.5	23.1	23.3	24.6	24.8	24.7	22.5	
W E K 3	TOTAL AUDIENCE (Households (000) & %)			11,960 19.9				11,900 19.8							6,130 10.2			
	NBC TV			High Chaparral						Hallmark Hall of Fame "GIDEON" (Hallmark Cards)						Strange Report		
	AVERAGE AUDIENCE (Households (000) & %)			9,560 15.9				7,390 12.3		13.5*		12.1*		11.4*		4,750 7.9		8.1*
	SHARE OF AUDIENCE %			28				21		22 *		20 *		20 *		14		15 *
AVG. AUD. BY ¼ HR. %				14.8	15.8	16.8	16.7	15.6	12.6	12.5	11.6	11.9	10.8	7.5	7.8	7.9	8.3	
W E K 4	TOTAL AUDIENCE (Households (000) & %)			11,480 19.1		11,180 18.6		15,870 26.4		12,240 20.4				10,820 18.0				
	ABC TV			Brady Bunch		Nanny and the Professor (R)		Partridge Family (R)		Did You Hear the One About? (E.L. DuPont)				Love, American Style (R)				
	AVERAGE AUDIENCE (Households (000) & %)			9,980 16.6		10,340 17.2		14,600 24.3		8,590 14.3		15.3*		13.2*		8,470 14.1		14.4*
	SHARE OF AUDIENCE %			29		28		39		24		25 *		22 *		25		27 *
AVG. AUD. BY ¼ HR. %				15.6	17.6	16.4	18.1	24.1	24.5	16.2	14.5	13.3	13.1	13.4	14.5	14.3	14.4	
W E K 5	TOTAL AUDIENCE (Households (000) & %)			11,240 18.7				10,100 16.8		19,650 32.7								
	CBS TV			The Interns (R)				New Andy Griffith Show (R)						CBS Friday Night Movies "O'HARA, U.S. TREASURY" (9:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)			8,350 13.9				9,020 15.0		14,780 24.6		22.9*		25.5*		25.8*		24.2*
	SHARE OF AUDIENCE %			24				24		43		38 *		43 *		45 *		45 *
AVG. AUD. BY ¼ HR. %				13.3	13.3	14.4	14.5	14.2	15.7	21.7	24.1	24.9	26.1	25.8	25.8	25.2	23.2	
W E K 6	TOTAL AUDIENCE (Households (000) & %)			17,610 29.3				14,840 24.7						6,910 11.5				
	NBC TV			The Record Makers (Ball Telephone System)						Name of the Game (R)						Strange Report		
	AVERAGE AUDIENCE (Households (000) & %)			13,760 22.9				8,890 14.8		17.1*		14.1*		13.1*		5,650 9.4		9.1*
	SHARE OF AUDIENCE %			39				24		27 *		23 *		22 *		17		17 *
AVG. AUD. BY ¼ HR. %				22.5	22.7	23.1	23.8	17.6	16.5	14.6	13.6	13.4	12.8	10.1	9.5	9.1	9.1	
TV HOUSEHOLDS USING TV		WK 1	50.5	52.2	54.4	56.0	56.8	58.5	59.9	60.5	59.7	59.9	59.2	57.5	55.9	56.3	55.5	52.6
(See Def. 1)		WK 2	49.9	53.1	55.7	57.6	59.6	62.0	62.3	62.1	60.5	60.1	59.8	59.7	57.0	56.8	55.3	52.7

U.S. TV Households: 60,100,000

(B) Originated in Black & White.

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 46-49

* Half-hour ratings (for immediately preceding and subject quarter-hours).

EVE • FRI. APR. 2, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. MAR. 27, 1971

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			11,060 18.4				9,560 15.9										
		AVERAGE AUDIENCE (Households (000) & %)			8,230 13.7				6,910 11.5										
		SHARE OF AUDIENCE %			24				25										
		AVG. AUD. BY ¼ HR. %			12.6				11.1										
WEEK 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)			14,300 23.8				14,000 23.3				11,840 19.7		12,440 20.7		14,600 24.3		
		AVERAGE AUDIENCE (Households (000) & %)			11,000 18.3				12,620 21.0				10,880 18.1		11,420 19.0		11,720 19.5		
		SHARE OF AUDIENCE %			32				33				30		32		36		
		AVG. AUD. BY ¼ HR. %			16.4				20.3				18.0		18.7		19.3		
WEEK 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)			14,480 24.1				18,690 31.1										
		AVERAGE AUDIENCE (Households (000) & %)			10,940 18.2				11,360 18.9										
		SHARE OF AUDIENCE %			32				33										
		AVG. AUD. BY ¼ HR. %			17.9				18.4										
WEEK 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)			12,260 20.4				9,200 15.3										
		AVERAGE AUDIENCE (Households (000) & %)			9,380 15.6				6,910 11.5										
		SHARE OF AUDIENCE %			28				28										
		AVG. AUD. BY ¼ HR. %			14.3				11.0										
WEEK 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)			14,840 24.7				13,460 22.4				11,600 19.3		12,380 20.6		15,150 25.2		
		AVERAGE AUDIENCE (Households (000) & %)			10,820 18.0				11,960 19.9				10,460 17.4		11,180 18.6		11,540 19.2		
		SHARE OF AUDIENCE %			32				32				29		32		35		
		AVG. AUD. BY ¼ HR. %			17.5				19.3				17.2		18.1		19.0		
WEEK 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)			13,220 22.0				16,170 26.9										
		AVERAGE AUDIENCE (Households (000) & %)			9,500 15.8				10,040 16.7										
		SHARE OF AUDIENCE %			28				29										
		AVG. AUD. BY ¼ HR. %			14.4				16.7										
TV HOUSEHOLDS USING TV (See Def. 1)			WK 1	45.1	48.7	52.8	56.3	58.0	58.8	58.7	59.7	59.9	59.7	58.9	58.6	57.2	55.4	53.8	49.9
			WK 2	45.6	48.4	52.2	54.3	57.0	58.7	59.0	58.9	58.9	59.2	58.6	58.5	56.8	55.1	53.8	50.7

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 46-49.

EVE. • SAT. APR. 3, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. MAR. 28, 1971

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						17,670 29.4				18,810 31.3								
	ABC TV		The F.B.I. (R)																
			Tony Awards (9:00-11:20PM) (1)																
	AVERAGE AUDIENCE (Households (000) & %)						13,700 22.8	20.6*		25.0*	11,600 19.3	19.9*		19.7*		20.1*		19.2*	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		17,310 28.8	17,550 29.2		16,530 27.5				13,040 21.7				6,910 11.5					
	CBS TV		Play It Again, Charlie Brown		Osmond Brothers Show		Ed Sullivan Show			Glen Campbell Hour			The Honeymooners (R)						
	AVERAGE AUDIENCE (Households (000) & %)		14,960 24.9	15,270 25.4		11,780 19.6	19.5*		19.7*	9,440 15.7	16.3*		15.1*	5,290 8.8	8.7*		8.9*		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %		43 23.7	41 26.1	24.8	26.0	31 19.4	31* 19.6	31* 20.7	24 16.1	25* 16.5	25.1	24* 15.1	16 8.5	15* 8.9	15.1	9.0	18* 8.8	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		8,950 14.9	15,510 25.8			10,700 17.8		18,630 31.0					14,720 24.5					
	NBC TV		Wild Kingdom (Mutual of Omaha)		Wonderful World of Disney "KIDNAPPED" PART II (R)			Bill Cosby Show (P & G) (R)		Bonanza			Bold Ones (R)						
	AVERAGE AUDIENCE (Households (000) & %)		7,450 12.4	11,000 18.3	17.4*		9,200 15.3	15,690 26.1	24.9*		27.3*	11,120 18.5	19.9*		17.1*				
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %		22 12.3	20 16.3	28.2		26 16.3	26.1 23.8	34* 23.8		34* 23.8	26.1 23.8	34* 23.8	34* 23.8	27.3* 23.8	18.5 23.8	34* 23.8	34* 23.8	17.1* 23.8
W E E K 4	TOTAL AUDIENCE (Households (000) & %)		12,800 21.3			16,350 27.2			14,300 23.8										
	ABC TV		Here Comes Peter Cottontail		The F.B.I. (R)			ABC Sunday Night Movies (S) "THE THIRD SECRET" (9:00-11:05PM) (1)											
	AVERAGE AUDIENCE (Households (000) & %)		9,860 16.4	15.6*		12,500 20.8	19.9*		21.7*	8,530 14.2	15.3*		13.9*		14.3*		13.8*		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %		29 15.1	29* 16.1	16.8	29* 17.6	33 20.1	32* 19.7	34* 21.7	25 16.2	24* 14.3	24.0	22* 13.8	26* 14.8	26* 13.8	26* 13.7	28* 13.8		
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		7,270 12.1	9,200 15.3		17,910 29.8			13,520 22.5					6,250 10.4					
	CBS TV		Lassie		Hogan's Heroes		Ed Sullivan Presents - Nancy Sinatra			Glen Campbell Hour			The Honeymooners (R) (X)						
	AVERAGE AUDIENCE (Households (000) & %)		6,370 10.6	8,170 13.6		12,860 21.4	19.5*		23.3*	10,340 17.2	17.5*		17.0*	4,450 7.4	7.8*		7.0*		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %		19 10.3	23 10.8	12.6	34 14.5	31* 20.7	36* 22.9	36* 23.7	27 17.8	27* 17.2	16.7	27* 17.2	16 8.1	16* 7.5	16* 7.1	16* 6.9		
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		10,400 17.3	17,310 28.8			10,100 16.8		20,730 34.5					12,560 20.9					
	NBC TV		Wild Kingdom (R)		Wonderful World of Disney "OPERATION UNDERSEA" (R)			Bill Cosby Show (P & G) (R)		Bonanza			Bold Ones (R)						
	AVERAGE AUDIENCE (Households (000) & %)		9,080 15.1	11,720 19.5	19.1*		9,440 15.7	17,370 28.9	28.1*		29.7*	10,100 16.8	17.2*		16.5*				
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %		28 13.8	32 16.4	32* 19.1		24 20.3	46 26.6	44* 29.6	46 30.9	47* 28.6	32 17.0	31* 17.5	31* 17.2	33* 15.7				
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		55.8	59.2	61.2	62.9	63.1	63.5	64.0	64.4	65.4	65.3	64.4	63.3	57.7	54.9	52.3	49.0		
WK 2		52.9	55.9	58.0	60.4	62.4	63.5	64.3	65.0	63.8	63.9	64.3	62.1	56.1	53.2	51.4	48.3		

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page 8.

(OP) Other Programs: See Pages 46-49.

(1) FOR REM. RATINGS, SEE OP PAGES. (X) STATION FACILITIES REDUCED BY NETWORK PRE-EMPTION (SEE DEF. 140)

EVE. • SUN. APR. 4, 1971

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • MON. APR. 5, 1971

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)			10,820 18.0		10,040 16.7		6,790 11.3		12,680 21.1								
ABC TV			Let's Make a Deal		Newlywed Game		Reel Game						ABC Monday Night Movies® "THE HAPPENING" (9:00-11:00PM)				
AVERAGE AUDIENCE (Households (000) & %)			9,800 16.3		9,080 15.1		6,190 10.3		6,970 11.6		12.1*		11.0*		11.8*		11.3*
SHARE OF AUDIENCE %			27		23		16		20		19*		18*		21*		22*
AVG. AUD. BY ¼ HR. %			15.4	17.1	15.3	14.9	10.4	10.2	12.3	11.9	10.8	11.1	12.1	11.6	11.7	10.9	
TOTAL AUDIENCE (Households (000) & %)			18,270 30.4				16,710 27.8		12,440 20.7		11,600 19.3		14,360 23.9				
CBS TV					Gunsmoke®		Here's Lucy®		Mayberry R.F.D.®		Doris Day Show®				Carol Burnett Show®		
AVERAGE AUDIENCE (Households (000) & %)			14,300 23.8				15,030 25.0		10,700 17.8		10,580 17.6		11,360 18.9		19.1*		18.8*
SHARE OF AUDIENCE %			38		36*		39*		27		28		35		34*		36*
AVG. AUD. BY ¼ HR. %			21.5	23.1	25.3	25.4	24.9	25.1	17.9	17.7	17.5	17.8	18.6	19.6	19.4	18.1	
TOTAL AUDIENCE (Households (000) & %)			10,580 17.6		16,470 27.4				22,900 38.1				14,660 24.4				
NBC TV			From A Bird's Eye View				Rowan & Martin Laugh-In®		Chrysler Presents the Bob Hope Show (Chrysler)						Diahann Carroll Special		
AVERAGE AUDIENCE (Households (000) & %)			9,020 15.0		12,380 20.6		18.3*		18,570 30.9		31.4*		11,480 19.1		21.0*		17.1*
SHARE OF AUDIENCE %			25		32		28*		35*		48*		35		37*		33*
AVG. AUD. BY ¼ HR. %			14.7	15.2	17.1	19.5	22.5	23.6	30.8	32.0	31.6	29.2	22.0	20.0	18.3	15.9	
TOTAL AUDIENCE (Households (000) & %)			9,680 16.1		8,830 14.7		7,750 12.9		11,480 19.1								
ABC TV			Let's Make a Deal		Newlywed Game		Reel Game						ABC Monday Night Movies "TWENTY-FOUR HOURS TO KILL" (9:00-10:30PM)				Lawrence of Arabia (10:30-11:00PM) Continued
AVERAGE AUDIENCE (Households (000) & %)			8,350 13.9		8,050 13.4		7,090 11.8		7,750 12.9		12.6*		12.9*		13.2*		13.0*
SHARE OF AUDIENCE %			25		22		19		23		21*		22*		24*		25*
AVG. AUD. BY ¼ HR. %			13.3	14.5	13.0	13.8	11.9	11.6	12.1	13.0	13.0	12.9	13.3	13.1	13.0	13.2	
TOTAL AUDIENCE (Households (000) & %)			15,090 25.1				13,400 22.3		13,460 22.4		13,160 21.9		13,520 22.5				
CBS TV					Gunsmoke®		Here's Lucy®		Mayberry R.F.D.®		Doris Day Show®				Carol Burnett Show®		
AVERAGE AUDIENCE (Households (000) & %)			11,660 19.4				12,200 20.3		11,780 19.6		12,260 20.4		10,580 17.6		18.1*		17.0*
SHARE OF AUDIENCE %			34		33*		35*		33		30*		33		33*		34*
AVG. AUD. BY ¼ HR. %			17.5	18.5	21.1	20.5	20.2	20.4	19.2	20.1	20.3	20.5	18.1	18.2	17.3	16.7	
TOTAL AUDIENCE (Households (000) & %)			10,520 17.5		16,050 26.7				16,110 26.8								
NBC TV			From A Bird's Eye View				Rowan & Martin Laugh-In®								NBC World Premiere Movie® "THE OTHER MAN" (9:00-11:00PM)		
AVERAGE AUDIENCE (Households (000) & %)			8,830 14.7		12,020 20.0		17.9*		10,520 17.5		17.7*		17.4*		17.7*		17.0*
SHARE OF AUDIENCE %			27		33		30*		22.1*		30*		30*		32*		34*
AVG. AUD. BY ¼ HR. %			14.0	15.4	17.4	18.4	21.7	22.5	18.5	16.9	17.3	17.5	17.9	17.5	17.2	16.7	

TV HOUSEHOLDS USING TV	WK 1	54.6	56.6	59.5	62.8	64.4	65.8	64.9	65.0	65.0	65.4	63.1	61.2	57.2	56.1	54.0	49.6
(See Def. 1)	WK 2	50.6	52.9	53.8	56.4	59.2	60.5	60.4	61.1	59.7	59.3	58.5	57.7	55.3	54.1	52.3	48.6

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hour).
 (B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 46-51.

EVE. • MON. APR. 12, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. APR. 6, 1971

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			17,250 28.7				20,130 33.5						20,730 34.5				
		AVERAGE AUDIENCE (Households (000) & %)			13,100 21.8				14,060 23.4						16,830 28.0				
		SHARE OF AUDIENCE %			35				38 *						54				
		AVG. AUD. BY ¼ HR. %			18.1				22.8						27.7				
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)			12,500 20.8				16,110 26.8						15,570 25.9				
		AVERAGE AUDIENCE (Households (000) & %)			7,810 13.0				12,500 20.8						14,060 23.4				
		SHARE OF AUDIENCE %			21				30 *						38				
		AVG. AUD. BY ¼ HR. %			15.4				18.2						23.5				
W E E K 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)			11,000 18.3				11,480 19.1						13,400 22.3				
		AVERAGE AUDIENCE (Households (000) & %)			9,500 15.8				8,290 13.8						6,430 10.7				
		SHARE OF AUDIENCE %			26				22						17 *				
		AVG. AUD. BY ¼ HR. %			15.0				14.0						10.3				
W E E K 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)			13,700 22.8				18,210 30.3						15,690 26.1				
		AVERAGE AUDIENCE (Households (000) & %)			10,400 17.3				12,740 21.2						13,100 21.8				
		SHARE OF AUDIENCE %			28				34						42				
		AVG. AUD. BY ¼ HR. %			15.3				20.2						22.1				
W E E K 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)			18,810 31.3				17,370 28.9						13,880 23.1				
		AVERAGE AUDIENCE (Households (000) & %)			14,780 24.6				13,400 22.3						12,620 21.0				
		SHARE OF AUDIENCE %			40				35						34				
		AVG. AUD. BY ¼ HR. %			22.8				21.9						20.7				
W E E K 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)			9,140 15.2				10,340 17.2						12,800 21.3				
		AVERAGE AUDIENCE (Households (000) & %)			7,690 12.8				6,730 11.2						7,630 12.7				
		SHARE OF AUDIENCE %			22				17						22				
		AVG. AUD. BY ¼ HR. %			12.0				10.4						11.9				

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 46-51.

EVE. • TUE. APR. 13, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. APR. 7, 1971

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)			12,560 20.9		12,560 20.9		14,000 23.3				10,460 17.4				8,110 13.5		
	ABC TV			Courtship of Eddie's Father		Room 222		Smith Family		Pres. Nixon's Address (9:00-9:20PM) (Sustainer)		Johnny Cash Show (9:20-10:20PM) (1)				Young Lawyers ^(R) (10:20-11:20PM) (1)		
	AVERAGE AUDIENCE (Households (000) & %)			11,000 18.3		11,240 18.7		12,860 21.4				6,850 11.4				5,770 9.6		9.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			33 17.3	19.3	32 17.9	19.6	35 21.2	21.6			18 12.9	11.7	11.5* 18 *	10.5	19 8.7	9.0	9.8
W E K 2	TOTAL AUDIENCE (Households (000) & %)			8,590 14.3				7,810 13.0				17,250 28.7				15,870 26.4		
	CBS TV			Men At Law		To Rome with Love ^(R)		Pres. Nixon's Address (9:00-9:20PM) (Sustainer)		Pres. Nixon's Address (9:20-9:30PM) (Sustainer)		Medical Center ^(R) (9:30-10:30PM)				Hawaii Five-O ^(R) (10:30-11:30PM) (1)		
	AVERAGE AUDIENCE (Households (000) & %)			6,310 10.5	10.1*		10.9*	11.8 19 *				11,720 19.5	18.0*			12,680 21.1	21.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			18 10.0	18 *	10.6	11.2	19 11.3	12.3			32 17.7	28 *	19.7	35 *	44 22.1	43 *	21.6
W E K 3	TOTAL AUDIENCE (Households (000) & %)			16,890 28.1								17,670 29.4				10,820 18.0		
	ABC TV			Men from Shiloh ^(R)				Pres. Nixon's Address (9:00-9:20PM) (Sustainer)				Royal Gala (9:20-10:20PM) (1) (Fobage, Inc.)				Four-In-One ^(R) (10:20-11:20PM) (1)		
	AVERAGE AUDIENCE (Households (000) & %)			11,060 18.4	17.4*		18.6*	19.4*				13,760 22.9	23.2*			7,270 12.1	11.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			31 17.2	31 *		32 *	31 *				37 20.6	37 *			24 12.4	25 *	
W E K 4	TOTAL AUDIENCE (Households (000) & %)			10,340 17.2				11,180 18.6				12,380 20.6				7,450 12.4		
	ABC TV			Undersea World-J. Cousteau "THE TRAGEDY OF THE RED SALMON" ^(R)		Smith Family		Changing Scenes (General Motors)				Anatomy of Welfare						
	AVERAGE AUDIENCE (Households (000) & %)			7,330 12.2	11.1*		13.3*	10,100 16.8				8,950 14.9	15.2*			4,810 8.0	7.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			21 11.1	20 *	12.8	23 *	28 16.8	16.9			25 15.1	25 *	14.6* 24 *	16 8.7	17 *	16 *	7.2
W E K 5	TOTAL AUDIENCE (Households (000) & %)			13,220 22.0				9,440 15.7				17,850 29.7				17,010 28.3		
	CBS TV			Men At Law		To Rome with Love ^(R)		Medical Center ^(R)				Hawaii Five-O ^(R)						
	AVERAGE AUDIENCE (Households (000) & %)			10,040 16.7	16.2*		17.2*	8,710 14.5				14,900 24.8	23.8*			12,980 21.6	20.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			29 15.3	29 *	17.4	29 *	24 17.0	15.4			41 23.0	40 *	25.8* 43 *	22.7	43 *	45 *	20.7
W E K 6	TOTAL AUDIENCE (Households (000) & %)			16,290 27.1								10,640 17.7				7,570 12.6		
	NBC TV			Men from Shiloh ^(R)				Kraft Music Hall (Kraft) ^(R)				Four-In-One ^(R)						
	AVERAGE AUDIENCE (Households (000) & %)			10,940 18.2	16.7*		18.7*	7,570 12.6				5,350 8.9	11.8*			9.2*	8.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			31 16.1	30 *	18.2	32 *	21 13.8	19.0			18 9.6	20 *	18 *	8.8	18 *	19 *	8.9
TV HOUSEHOLDS USING TV WK 1		50.0	52.5	54.1	56.9	58.2	59.5	60.9	62.4	62.8	63.5	62.6	62.6	60.3	56.9	51.5	49.1	
(See Def. 1)		WK 2	50.3	51.6	53.9	56.3	58.5	59.4	60.4	59.8	60.1	60.3	59.3	53.4	51.1	48.0	45.8	

U.S. TV Households: 60,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White.

(R) Repeat, See page B.

(OP) Other Programs: See Pages 46-51.

(1) FOR REM. RATINGS, SEE OP PAGES.

EVE. • WED. APR. 14, 1971

EVE. • THU. APR. 8, 1971

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00		
W E K 1	TOTAL AUDIENCE (Households (000) & %)		11,420 19.0				10,640 17.7		7,750 12.9		9,560 15.9										
	ABC TV		Alias Smith and Jones				Bewitched		Make Room for Granddaddy		Dan August										
	AVERAGE AUDIENCE (Households (000) & %)		8,770 14.6	13.9*		15.3*	15.4	9,260 11.4	6,850 11.4	7,210 12.0	11.7*		12.3*								
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		25 13.9	25 *	14.0	15.6	15.0	15.2	15.7	11.2	11.5	11.3	12.1	12.5	12.0						
W E K 2	TOTAL AUDIENCE (Households (000) & %)		9,500 15.8		13,820 23.0				17,490 29.1												
	CBS TV		Family Affair®		Jim Nabor's Hour®				CBS Thursday Night Movies		"WHO'S MINDING THE STORE" (9:00-11:00PM)										
	AVERAGE AUDIENCE (Households (000) & %)		8,410 14.0		8,950 14.9	13.6*		11,000 18.3	16.2*	18.0*	19.1*		20.1*	16.1*							
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		25 13.5		25 14.6	23 *	13.9	15.2	17.1	18.0	18.0	19.0	19.2	20.2	20.0	19.4	12.7				
W E K 3	TOTAL AUDIENCE (Households (000) & %)		17,910 29.8				21,280 35.4				16,110 26.8										
	NBC TV		Flip Wilson Show®		John Wayne Special® "SWING OUT, SWEET LAND" (8:30-10:00PM) (Anheuser-Busch)		Dean Martin Show														
	AVERAGE AUDIENCE (Households (000) & %)		13,580 22.6	21.1*		14,480 24.1	24.0*	25.1*	23.2*	11,480 19.1	18.2*	20.0*									
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		39 11.780 19.6	38.4 21.0	23.2	40 24.0	37.5 23.5	39 25.1	36 23.2	32 18.2	32 18.2	39 20.0									
W E K 4	TOTAL AUDIENCE (Households (000) & %)		9,260 15.4		13,280 22.1		10,940 18.2														
	ABC TV		Alias Smith and Jones				Bewitched		Make Room for Granddaddy		Dan August										
	AVERAGE AUDIENCE (Households (000) & %)		9,260 15.4	14.4*		9,020 15.0	16.3*	6,790 11.3	5,350 8.9	9.4*		8.4*									
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		25 13.9	25 *	14.0	16.2	16.5	14.7	15.4	11.6	11.0	9.6	9.2	8.5	8.4						
W E K 5	TOTAL AUDIENCE (Households (000) & %)		10,160 16.9		13,280 22.1		10,940 18.2														
	CBS TV		Family Affair®		Jim Nabor's Hour®				CBS Thursday Night Movies®		"KID RODELO" (9:00-11:00PM)										
	AVERAGE AUDIENCE (Households (000) & %)		8,710 14.5		8,530 14.2	13.1*		6,490 10.8	15.3*	11.6*	12.6*		10.3*	8.7*							
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		25 14.3		22 12.6	20 *	15.4	15.3	11.5	11.8	13.0	12.3	10.8	9.9	10.3	7.1					
W E K 6	TOTAL AUDIENCE (Households (000) & %)		19,950 33.2				20,370 33.9				16,890 28.1		31,250 52.0								
	NBC TV		Flip Wilson Show®		Ironside		Adam 12®		Academy Awards (10:00-12:30AM) (1)												
	AVERAGE AUDIENCE (Households (000) & %)		15,390 25.6	24.1*		15,930 27.1*	26.5	25.3*	15,330 25.5	27.7*	25.5	22,960 38.2	38.4*	40.4*							
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		44 23.1	43 *	25.0	45 *	25.6	43 *	25.0	48 *	41	70 37.5	61 *	66 *	40.9						
TV HOUSEHOLDS USING TV WK 1		49.4	51.8	54.2	56.3	59.1	60.6	60.8	62.0	61.7	61.7	61.8	60.9	57.4	56.2	53.7	47.9				
(See Def. 1) WK 2		50.0	51.9	56.3	59.8	63.1	64.9	63.7	63.8	63.4	62.7	61.9	62.0	61.4	60.6	58.0	54.9				

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Originated in Black & White. (R) Repeat. See page R. (OP) Other Programs: See Pages 46-51.

(1) FOR REM. RATINGS, SEE OP PAGES. ☒ STATION FACILITIES REDUCED BY NETWORK PRE-EMPTION (SEE DEF. 140.)

EVE • THU. APR. 15, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. APR. 9, 1971

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,020 20.0		10,700 17.8		12,920 21.5		12,260 20.4								
AVERAGE AUDIENCE (Households (000) & %)			10,640 17.7		9,500 15.8		11,600 19.3		6,490 10.8								
SHARE OF AUDIENCE %			35		30		35		20								
AVG. AUD. BY ¼ HR. %			16.6	18.8	15.6	15.9	18.8	19.8	10.5	10.0	10.4	10.8	10.6*	10.5*	11.4	11.5	11.5*
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			10,040 16.7				9,260 15.4		15,270 25.4								
AVERAGE AUDIENCE (Households (000) & %)			7,270 12.1				8,350 13.9		10,460 17.4								
SHARE OF AUDIENCE %			24				24*		32								
AVG. AUD. BY ¼ HR. %			11.5	11.2	12.3	13.2	13.4	14.4	15.6	16.9	17.6	17.5	17.6*	18.6	18.4	17.8	17.1*
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,380 20.6				15,930 26.5							11,240 18.7			
AVERAGE AUDIENCE (Households (000) & %)			9,500 15.8				10,820 18.0							8,650 14.4			
SHARE OF AUDIENCE %			31				32*							28*			
AVG. AUD. BY ¼ HR. %			14.8*				16.8*							14.9*			
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,180 18.6											5,290 8.8			
AVERAGE AUDIENCE (Households (000) & %)			5,290 8.8											3,550 5.9			
SHARE OF AUDIENCE %			16				15*							12			
AVG. AUD. BY ¼ HR. %			7.6	7.3	7.8	8.0	8.8	8.9	9.7	10.2	11.0		6.6	5.7	6.0	5.4	5.7*
W																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			14,060 23.4				15,450 25.7		19,650 32.7								
AVERAGE AUDIENCE (Households (000) & %)			10,340 17.2				13,160 21.9		12,800 21.3								
SHARE OF AUDIENCE %			32				33*		40								
AVG. AUD. BY ¼ HR. %			15.6	16.7	18.0	18.6	21.0	22.8	20.0	20.0	20.1	21.0	20.6*	23.0*	22.9	21.9*	21.9*
E																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,880 23.1				16,410 27.3							10,700 17.8			
AVERAGE AUDIENCE (Households (000) & %)			10,400 17.3				11,420 19.0							8,350 13.9			
SHARE OF AUDIENCE %			33				33*		34					27			
AVG. AUD. BY ¼ HR. %			15.3	16.6	18.2	19.1	18.2	18.2	19.0	19.4	19.7	19.4	19.5*	14.2	13.8	13.7	13.7*
K																	
TV HOUSEHOLDS USING TV WK 1	44.9	48.3	49.3	51.2	51.3	53.3	54.6	55.7	56.7	56.8	55.8	55.5	53.5	52.6	51.4	49.5	
(See Def. 1) WK 2	45.5	47.7	49.9	51.9	54.6	56.6	57.1	57.3	55.7	56.3	57.0	55.7	53.2	51.7	51.1	48.4	

U.S. TV Households: 60,100,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 46-51.

(1) FOR REM. RATINGS, SEE OP. PAGES.

EVE. • FRI. APR. 16, 1971

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. APR. 10, 1971

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E E K 1	TOTAL AUDIENCE {				10,280				8,830											
	(Households (000) & %)				17.1				14.7											
	ABC TV				Lawrence Welk Show				Pearl Bailey Show											
	AVERAGE AUDIENCE {				7,930				6,490											
W E E K 2	(Households (000) & %)				13.2		12.5*		13.9*		10.8		10.6*		11.0*					
	SHARE OF AUDIENCE %				25		25 *		25 *		19		19 *		20 *					
	AVG. AUD. BY ¼ HR. %				12.2		12.8		13.4		14.3		10.8		10.4		11.2		10.9	
	TOTAL AUDIENCE {				14,300				14,120		12,740		14,240		15,690					
W E E K 3	(Households (000) & %)				23.8				23.5		21.2		23.7		26.1					
	CBS TV				Mission: Impossible ®				My Three Sons®		Arnie ®		Mary Tyler Moore Show®				Mannix ®			
	AVERAGE AUDIENCE {				10,820				12,620		11,360		12,860		13,160					
	(Households (000) & %)				18.0		16.8*		19.1*		18.9		21.4		21.9		21.6*		22.1*	
W E E K 4	SHARE OF AUDIENCE %				35		34 *		35 *		34		39		41		40 *		42 *	
	AVG. AUD. BY ¼ HR. %				15.9		17.8		18.8		19.5		20.2		21.7		18.5		19.2	
	TOTAL AUDIENCE {				12,260				14,060											
	(Households (000) & %)				20.4				23.4											
W E E K 5	NBC TV				Andy Williams Show				NBC Saturday Night at the Movies®											
	AVERAGE AUDIENCE {				8,890				7,810											
	(Households (000) & %)				14.8		14.0*		15.6*		13.0		14.6*		14.2*		25 *		12.8*	
	SHARE OF AUDIENCE %				28		28 *		29 *		24		26 *		13.9		13.1		12.9	
W E E K 6	AVG. AUD. BY ¼ HR. %				13.3		15.7		15.3		15.8		15.0		14.1		14.6		12.1	
	TOTAL AUDIENCE {				12,440				9,380											
	(Households (000) & %)				20.7				15.6											
	ABC TV				Lawrence Welk Show				Pearl Bailey Show											
W E E K 7	AVERAGE AUDIENCE {				9,140				6,850											
	(Households (000) & %)				15.2		15.0*		15.5*		11.4		11.3*		11.5*					
	SHARE OF AUDIENCE %				29		30 *		29 *		21		21 *		21 *					
	AVG. AUD. BY ¼ HR. %				14.7		15.2		15.5		15.4		11.5		11.1		11.5		11.4	
W E E K 8	TOTAL AUDIENCE {				13,400				14,180		12,320		12,320		15,030					
	(Households (000) & %)				22.3				23.6		20.5		20.5		25.0					
	CBS TV				Mission: Impossible®				My Three Sons®		Arnie®		Mary Tyler Moore Show®				Mannix®			
	AVERAGE AUDIENCE {				10,760				12,740		11,120		11,000		12,020					
W E E K 9	(Households (000) & %)				17.9		17.2*		18.7*		21.2		18.5		20.0		19.4*		20.6*	
	SHARE OF AUDIENCE %				34		34 *		35 *		39		34		40		38 *		43 *	
	AVG. AUD. BY ¼ HR. %				16.4		17.9		18.4		18.9		20.3		22.1		18.7		18.3	
	TOTAL AUDIENCE {				11,720				16,410											
W E E K 10	(Households (000) & %)				19.5				27.3											
	NBC TV				Andy Williams Show®				NBC Saturday Night at the Movies											
	AVERAGE AUDIENCE {				8,590				8,710											
	(Households (000) & %)				14.3		13.9*		14.7*		14.5		15.0*		15.9*		16.0*		13.6*	
W E E K 11	SHARE OF AUDIENCE %				28		28 *		27 *		28		28 *		29 *		30 *		27 *	
	AVG. AUD. BY ¼ HR. %				13.3		14.4		15.1		14.4		15.0		15.0		15.9		16.0	
	TOTAL AUDIENCE {				8,590				8,710											
	(Households (000) & %)				14.3		13.9*		14.7*		14.5		15.0*		15.9*		16.0*		13.6*	
W E E K 12	SHARE OF AUDIENCE %				28		28 *		27 *		28		28 *		29 *		30 *		27 *	
	AVG. AUD. BY ¼ HR. %				13.3		14.4		15.1		14.4		15.0		15.0		15.9		16.0	
TV HOUSEHOLDS USING TV WK 1			41.7	44.3	47.5	51.3	53.6	55.5	56.4	56.7	56.2	56.2	55.2	55.4	54.3	54.1	54.0	51.9		
(See Def. 1) WK 2			44.3	45.9	48.9	51.8	53.4	53.9	53.9	54.8	54.6	54.8	54.3	53.0	51.6	50.3	49.8	47.1		

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. APR. 11, 1971

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W	ABC TV TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																
E	The F.B.I. (R) → ABC Sunday Night Movies (R) "WALK, DON'T RUN" (9:00-11:15PM) (1)																
E	CBS TV Lassie (R) → Hogan's Heroes (R) → Ed Sullivan Show (R) → Glen Campbell Hour (R) → The Honeymooners (R)																
K	AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																
1	NBC TV Wild Kingdom (Actual of Omaha) (R) → Wonderful World of Disney "VON DRAKE IN SPAIN" (R) → Bill Cosby Show (P & G) (R) → Bonanza → Bold Ones (R)																
W	ABC TV The F.B.I. (R) → Once Upon A Wheel → Diana																
E	CBS TV Lassie (R) → Hogan's Heroes (R) → Ed Sullivan Show (R) → Glen Campbell Hour (R) → "Perspective: Selling of the Pentagon" (10:00-11:00PM) (Sustainer)																
K	NBC TV Wizard of Oz (6:30-8:30PM) (2) (R) → Bill Cosby Show (P & G) (R) → Bonanza (R) → Bold Ones (R)																
2	TV HOUSEHOLDS USING TV WK 1 (See Def. 1)																
	WK 2																

U.S. TV Households: 40,100,000

† For Sponsorship Detail, See Audience Estimates by Sponsorship.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(B) Originated in Black & White. (R) Repeat, See page B. (OP) Other Programs: See Pages 46-51.

(1) FOR REM. RATINGS, SEE OP PAGES. (2) FOR RATINGS, SEE PAGE 45.

EVE. • SUN. APR. 18, 1971